

For immediate use

## Smooth Transit

**New digital LED screens from Messagemaker are helping to direct freight transport throughput in the Port of Felixstowe as part of a new traffic management signage system. Four new 3.5 metre high visibility signs have been installed which display the current queueing status and indicate when drivers are cleared to proceed.**

Felixstowe is Britain's biggest and busiest container port, handling more than 3.7million TEUs (Twenty-foot Equivalent Units) each year. With direct rail and road links connecting the port to distribution hubs in the Midlands and elsewhere in the UK, Felixstowe plays a pivotal role in keeping the UK's trade moving.

The Port Authorities took the decision to upgrade to the new digital LED screens when the various traffic management signs already in place started to become unreliable. With a need to create a big visual impact at a low cost, Messagemaker not only won the contract and delivered on the brief, but also installed the project on time and to budget.



Installed in the trailer holding area, the bright and highly visible signs display the vehicle registrations of vehicles in the queue accompanied by a green tick or a red cross, so that each driver can see clearly when it is safe to proceed to their loading or unloading destination. Special attention to protection was paid when designing the signs, which operate within a harsh marine environment.

In order to make the signs as effective as possible, custom software was also developed by Messagemaker to integrate with the port's booking system. The software updates the display in real-time, based on the lorries registered and on-site at any one time.



Automating the process in this way also offers improved on-site safety. The new sign minimises the need for port staff to walk across the busy holding area, thereby reducing the risk of accidents.

Following the success of the new signs, The Port of Felixstowe has signed a support contract for the new signs along with existing signs installed on site.

Offering a more dynamic medium than conventional signs, moving digital LED displays have a high visual impact. In addition to traffic management, Messagemaker LED screens are ideal for visitor information and safety announcements in all kinds of transport and industrial applications. Messagemaker also provide a wide range of digital LED signage solutions for transport to help manage traffic speed and flow on private sites or public roads.

**For more information please visit [www.messagemaker.co.uk](http://www.messagemaker.co.uk) or call Jim Francis on 0800 170 7780.**

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