



IDC INTRODUCES NEW LOW-COST / EASY TO INSTALL

SOLAR POWERED DRIVER FEEDBACK SIGN

The Easy-Solar™ Radar Speed Sign From Information Display Company Cuts Cost and Reduces Installation Time To Less Than An Hour.

PORTLAND, Oregon, January 16, 2005 – Information Display Company (IDC) today introduced the low cost “Easy-Solar” version of their SpeedCheck™ driver feedback sign. With the new Easy-Solar system, the battery and all other power system components are contained within the SpeedCheck™ sign. Its one-piece integrated design makes the Easy-Solar package significantly easier and less expensive to install.

Many traffic-calming applications do not require round-the-clock operation. The SpeedCheck™ Easy-Solar package is designed for these traffic sites, such as near schools or playgrounds or those limited to commuter rush hours. The sign features a built-in timer to limit energy use during nighttime and off-peak hours, providing an economical alternative to 24/7 systems, which require bigger batteries, separate enclosures, and often, multiple solar panels.



“Easy-Solar signs were designed in direct response to customer demand for an unobtrusive traffic-calming solution that is both easy and inexpensive to install,” said Gary Odell, president of Information Display Company. “Built with a single low-profile solar panel and a compact design, the Easy-Solar sign integrates nicely into neighborhoods and is easier and less expensive to install than standard units.”

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By using a simpler solar panel mount and eliminating a separate battery enclosure, the Easy-Solar sign allows fast and easy installation. Users simply attach the solar panel and display to the pole, connect the 12-volt power lead from the panel to the display, and program the timer. Once the pole is in place, installation can be completed in less than an hour.

Like all SpeedCheck™ signs, the display of the Easy-Solar unit incorporates the company's exclusive SafetyMask™ anti-rubbernecking technology and UltraClear™ contrast enhancement technology for increased safety and dramatically improved visibility. The sign is made of durable vandal-resistant materials and is backed by an industry-leading two-year warranty.

Easy-Solar sign systems are available for immediate delivery. List price of the complete system starts at \$5,795.

Studies show that driver feedback signs are one of the most immediate, long-lasting and cost-effective means of slowing traffic around schools, neighborhoods, company facilities and other areas where public and employee safety are of particular concern.

About Information Display Company

For the past 15 years, Information Display Company has played a leading role in designing, testing and manufacturing active traffic safety displays from their Oregon headquarters. As a result, their display signs are used in more cities than any other brand. For more information, visit www.informationdisplay.com or contact the company at 1-800-421-8325.

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