

## **FOR IMMEDIATE RELEASE**

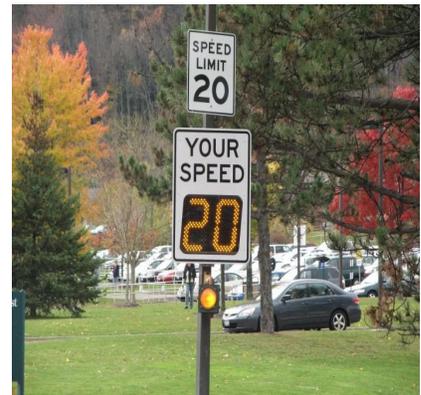
### **RADAR SPEED SIGNS REMAIN EFFECTIVE YEARS AFTER INSTALLATION**

#### **Binghamton University Police Find Traffic-Calming Signs From Information Display Company Continue To Slow Cars and Operate Flawlessly For Four Years Running**

BINGHAMPTON, NY – April 27, 2009 – Radar speed signs first installed more than four years ago continue to operate effectively and maintenance free according to campus police at Binghamton University. In 2005, four radar speed signs were placed on the university campus as part of several University measures aimed at ensuring pedestrian safety.

University police say the radar speed signs, all manufactured by Information Display Company, continue to be highly effective at slowing cars at all four locations throughout the heavily trafficked campus.

“We had some initial concern that drivers would eventually become used to the radar speed signs and that the displays would lose their effectiveness over time,” said Timothy R. Faughnan, Deputy Chief of Police, Binghamton University, “but that has certainly not been the case. Years later, we still see brake lights come on as the signs remind drivers to observe their current rate of speed and make adjustments as needed.”



The University installed the four displays near campus crosswalks where pedestrian traffic is particularly high and posted speed limits are reduced. The displays tell passing drivers their actual speed and flash the numbers if the driver exceeds a pre-set limit.

The radar speedcheck signs have also proven to be durable. According to Faughnan, all four signs have operated maintenance-free since first being installed.

“Year after year, we experience a wide spectrum of weather conditions – from 100 plus degrees in the summer to 15 degrees below in the winter – and yet the radar speed signs continue to operate flawlessly,” said Faughnan. “The displays have remained clear and the lights continue to shine brightly.”

“We worked closely with the University to ensure they had the right traffic calming equipment for the job,” said Gary ODell, president of Information Display Company, makers of the SpeedCheck display signs. “The four locations chosen for the radar speed signs were next to easily accessible power sources, so they could forego solar power units. We also suggested they use the sign’s maximum speed display settings to alleviate concern that some drivers might try to purposely achieve high display numbers.”

For the past 15 years, Information Display Company has played a leading role in designing, testing and manufacturing active traffic safety displays. As a result, their display signs are used in more cities than any other brand. For more information, visit [www.informationdisplay.com](http://www.informationdisplay.com) or call (800) 421-8325.

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