



Event Summary Points

Week One: Radarsign installed a driver feedback display in “stealth” mode to record traffic patterns without alerting drivers to their speeds.

Week Two: The display was turned on so drivers were alerted to their speeds as they approached the school zone.

Our StreetSmart Technology detected more than half of all drivers on this road were speeding in that first week.

By week two, Radarsign cut the the total number of speeders by more than forty percent.

Radarsign also slowed the fastest drivers on the road by nearly ten miles per hour.

A pedestrian struck by a car traveling 40 mph has only a 5% chance of survival. On this road, Radarsign cut the number of drivers exceeding 40 mph by 50% - in only seven days.

Why It Works:

Crashes happen when people aren't paying attention; we have so many distractions today that take our attention from the roads.

Radarsign's products alert drivers to their speed - and the posted speed limit. Alert drivers, drive safely. It's that simple.

The Location:

N. Peachtree Road is flanked by neighborhoods & Chesnut Charter Elementary School & Peachtree Charter Middle School.

The Spokespeople:

Michael Orta, Director of Community Education, PEDS
Charlie Robeson, Co-Founder, Managing Director of Radarsign, LLC.
John Heneghan, City of Dunwoody Councilman

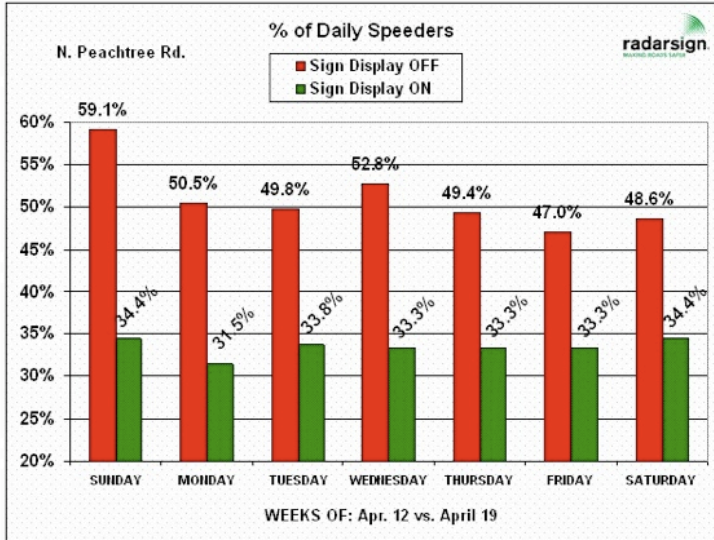
Who Can Buy Radarsigns:

Our customers include cities like Atlanta, Alpharetta, and Roswell. Corporate campuses like Georgia Pacific and Kellogg. Public parks like Stone Mountain and the Grand Canyon. Military bases like Camp Pendelton as well as HOAs and Schools. Radarsigns are the most affordable driver feedback signs on the market.

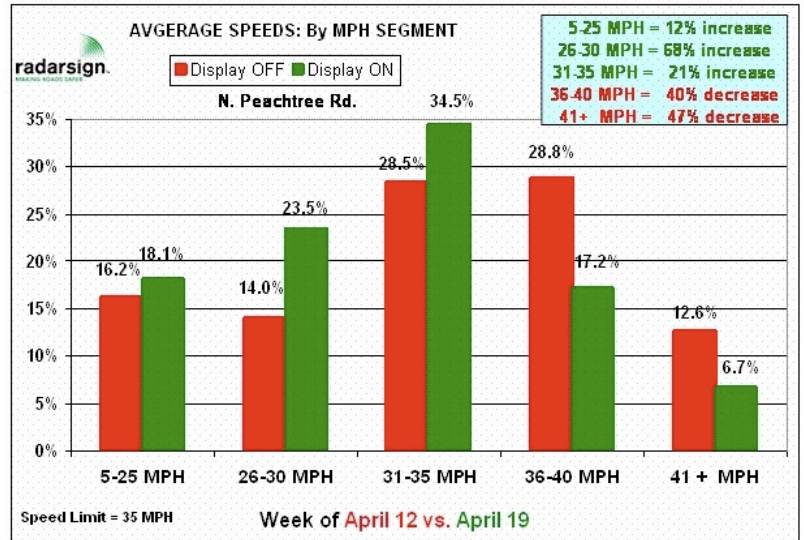
For more information: www.radarsigns.com.

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Radarsign detected more than half of all drivers were speeding.



Radarsign slowed the fastest drivers by nearly 50% in just one week.



With Radarsign thousands more drivers obeyed the speed limit...in only one week.

