



SPEED DEPENDENT MESSAGING

*SpeedALERT, InstALERT, SPEEDsentry and Web Empowered are Registered Trade Marks of All Traffic Solutions



Speed enforcement is more effective when you talk directly to the speeder. With speed dependent messaging, you'll be able to broadcast not only the speed at which a motorist is driving, but also a message tailored to influence it.

Amplify Capabilities: The patent-pending speedALERT™ option expands the functionality of your All Traffic Solutions equipment. An instALERT® or Mobile Messenger™ sign is combined with a SPEEDsentry® radar speed display or monitor, allowing you to present varying messages dependent upon vehicle speed.

Intensify Impact: Drivers will see both the rate at which they are driving followed by a message relevant to their speed. You'll raise their awareness and reach them with a targeted message. They'll know you're talking directly to them.

Gauge Effectiveness: A data logging and analysis option gives you the opportunity to get to the real facts. Learn exactly how fast motorists are driving, how many vehicles are traveling through, and the impact your messages have on vehicle speeds, pinpointed to time frames you define.

Mobile Messenger™

If you need greater visibility for larger roads or more long-term situations, consider the Mobile Messenger. This display uses the same technology and message software as the instALERT, but is a fixed sign intended to be permanently mounted on a trailer.



5 tools in 1

Ideal for:

- ◆ Work Zones
- ◆ School Zones
- ◆ Neighborhoods



All messaging displays are compatible with the All Traffic Solutions WebEmpowered® service for ultimate ease of use. Administer all sign operations and schedule message changes. Use with SPEEDsentry for unmatched simplicity in managing your devices and data.

* speedALERT requires an instALERT or Mobile Messenger sign along with a SPEEDsentry radar speed display or SPEEDsentry monitor



Specifications and Options:

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Key Messaging & Programming Features of the Full Package

Deliver specific messages for different speed thresholds. Products that are enhanced with the speedALERT option can also be combined with features that allow you to access your data with a laptop or Bluetooth® enabled PDA.

A fully functional speedALERT bundle* includes:

- instALERT or Mobile Messenger sign**
- SPEEDsentry radar speed display or monitor**
- ATS-5 or ATS-7 trailer**
- Hitch mount bracket for instALERT or SPEEDsentry**
- Mounting brackets/hardware for instALERT & SPEEDsentry**
- Static speed limit sign with digits**

** or purchase items individually*

instALERT Messaging Software & Display

- Enter alphanumeric messages or draw custom graphics
- Easy-to-use messaging software for rapid message deployment
- Store 25 custom or pre-programmed messages; make selection with on-board scroll buttons
- Unlimited custom messages
- Message programming via wireless Bluetooth or serial connection using a PDA, laptop, or PC
- Auto-dimming LED display
- MUTCD compliant
- Variable message length
 - instALERT: Up to 3 screens standard
 - Mobile Messenger: Up to 6 screens standard
- Individually controlled LED pixels
 - instALERT: 26x96 matrix
 - Mobile Messenger: 45x120 matrix
- Variable text sizes
 - instALERT: 1, 2 or 3 lines of text with 7", 10 1/4", or 24" characters
 - Mobile Messenger: Up to 4 lines of text with up to 35" characters

SPEEDsentry Programming

- Set posted speed limit
- Schedule up to 2 on/off cycles per day
- Establish numerous rules to trigger displays
- Select to display a static, changeable speed limit

Useful Data Analysis

(when used with a data-logging SPEEDsentry radar speed display or monitor)

- Identify trends and patterns
- Determine peak volume and excess speed windows
- See 85th percentile windows
- Learn which messages are most effective at calming traffic
- If your SPEEDsentry is WebEmpowered, then you can take simplicity of use and reporting capabilities to a whole new level

