

New Speed-Activated LED Road Signs

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Two UK-based companies, Westcotec and Ladbrook, have collaborated to develop a new kind of road sign called a 'Speed Roundel'. It is an unobtrusive compact design that can be attached to streetlights and will illuminate on detection of traffic exceeding the speed limit.



These types of signs are proven to not only calm traffic, but also reduce fatalities. It is expected that the Speed Roundel to be particularly useful to Local Authorities as a high-visibility reminder in newly introduced 30km/h (20mph) urban areas.

Westcotec design and manufacture the new Vehicle Activated Sign (VAS), which uses a radar speed detection system with an LED display that helps minimize operating costs.