



Press Release



CONTROLLERS SYSTEMS AUTOSCOPE DEM SIGNALS

For Immediate Release

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Surprise, AZ, Going Beyond its Citizen’s Expectations for Pedestrian Safety!

Anaheim, CA – February 22, 2006, Surprise, AZ has recently installed a SmartStud LED road marker system near the Texas Rangers/Kansas City Royals Spring Training Facility, Surprise Community Park –Aquatic Center, and Surprise Regional Library. This is the first installation in the state of Arizona and was fast tracked due to the ever increasing need for pedestrian safety in this heavily populated area. Public Officials for the City of Surprise take every pre-caution possible when it comes to the safety of their public and with the population growing from 10,737 in 1995 to an estimated 96,000 today, pedestrian safety is at the forefront.

SmartStud is a lighting system designed to provide clear and reliable guidance to motorists. The lighted markers are highly visible, even during daylight hours, and are powered inductively (no wire connections to the lights). The SmartStud System is based on inductive power transfer technology allowing each power supply to energize 1.2 miles of cable and 200 road markers. The SmartStud System is easily installed and extremely cost effective, making the SmartStud System a perfect solution for Surprise, AZ.

Nicholas D. Mascia, Traffic Engineer, comments, “Rather than putting up standard crosswalk signs we realized that we needed to provide some type of warning device that would enhance the driver’s awareness of the crosswalk. We had some issues acquiring power without exceeding our budget, and that’s where solar power gave us better options and with the SmartStud system requiring minimal power consumption it seemed to be a good idea. The installation was surprisingly easier than we thought it would be, and within a week we have received numerous interested and ecstatic calls concerning the crosswalk from both employees and the public. We are excited to see how this installation will impact our pedestrian issue.”

Chris Carrillo, Account Manager, adds, “We knew we had to meet the City’s budget and supply the most effective application for pedestrian safety and I was really impressed with what we were able to accomplish together. On the day of installation, we received immediate positive reaction from local citizens.”



For more information on SmartStud or on how Econolite can assist in your traffic management goals, please contact the Econolite representative in your area or visit www.econolite.com.

About Econolite - In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic management products and systems, including advanced traffic controllers (NEMA and ATC/2070), **Aries**[®], **icons**[®] and **PYRAMIDS**[™] - traffic management systems, Autoscope[®] video vehicle detection systems, arterial system masters, vehicle and pedestrian signals, traffic control cabinets, Data Collection and Management Services (DCMS), and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that; reduce traveler time, ease congestion, enhance transit operations, provide safer mobility and improves quality of life.

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