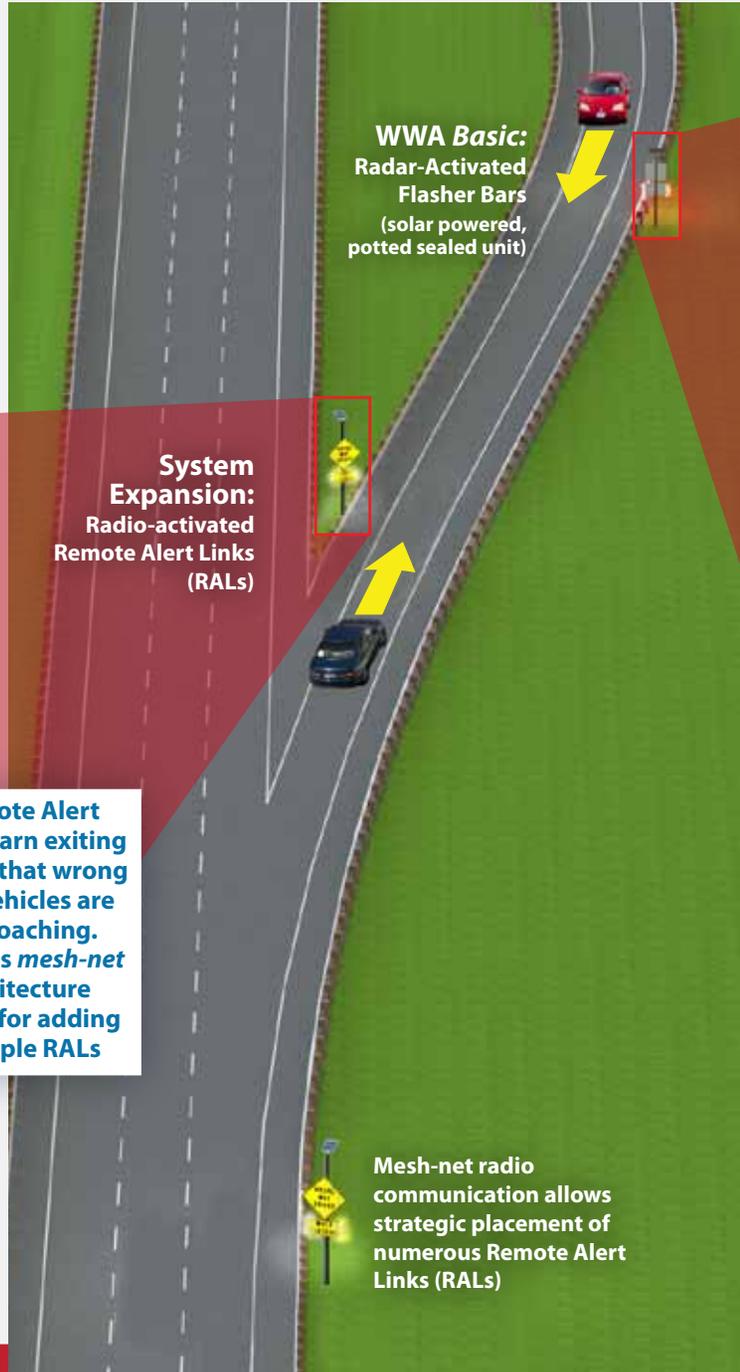


# Scalable Wrong Way Warning System - HOW IT WORKS

## Wrong Way Alert™



**WWA Basic:**  
Radar-Activated  
Flasher Bars  
(solar powered,  
potted sealed unit)

**System  
Expansion:**  
Radio-activated  
Remote Alert Links  
(RALs)

Mesh-net radio  
communication allows  
strategic placement of  
numerous Remote Alert  
Links (RALs)

Solar panel  
keeps batteries  
at a ready state

Remote Alert  
Links warn exiting  
drivers that wrong  
way vehicles are  
approaching.  
Wireless *mesh-net*  
architecture  
allows for adding  
multiple RALs

Radar-based  
Detection/  
Activation Unit  
activates Flasher  
Bars and all Remote  
Alert Links when  
wrong way vehicles  
approach. Texts also  
are automatically  
sent to selected  
recipients (optional)  
Horn output port  
included, which  
allows for audible  
warning. (external unit)

Bright LED Flasher  
Bars attach to  
existing signs and  
warn wrong way  
drivers of danger.

**TRAFFICALM™**  
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# Scalable Wrong Way Warning System

## Why is WrongWayAlert™ needed?

Studies show that wrong way crashes are the most dangerous of collision situations because they are often fatal. This has been a growing concern for many years. There is a consensus that a set of wrong way signs protecting highway off-ramps just isn't enough. While there are various options available to alert wrong way drivers, this approach has not been highly effective because of how often the wrong way drivers are intoxicated.

What is needed is an affordable and effective system to also warn the drivers exiting the highway that a wrong way driver is approaching. WrongWayAlert™ was designed for precisely this purpose.

## What is WrongWayAlert™?

WrongWayAlert™ is a Wrong Way Warning System that can raise driver awareness in dangerous "wrong way driver" situations. The system is affordable, scaleable, solar powered and designed for quick installation.

*WrongWayAlert™ consists of two main components:*

### Detection/Activation Unit:

A radar-based Activation Unit detects oncoming wrong way vehicles and wirelessly activates flashing LED light bars on the wrong way signs and any "right way" flasher bar installed closer to the highway. The Activation Unit also is able to activate an optional cellular modem, which sends out automated text messages to selected recipients as soon as a wrong way vehicle is detected.

### Remote Alert Links (RALs):

Flashing LED remotely located alert units are activated simultaneously by the Detection/Activation Unit. RALs can be set up in a series in order to alert wrong way drivers, and "right way" drivers well before they encounter the wrong way vehicle.



*Bright flashing LED Flasher Bars can be field retrofitted to raise the level of warning at existing Wrong Way situations.*

## The industry's only "scalable" wrong way alert system.

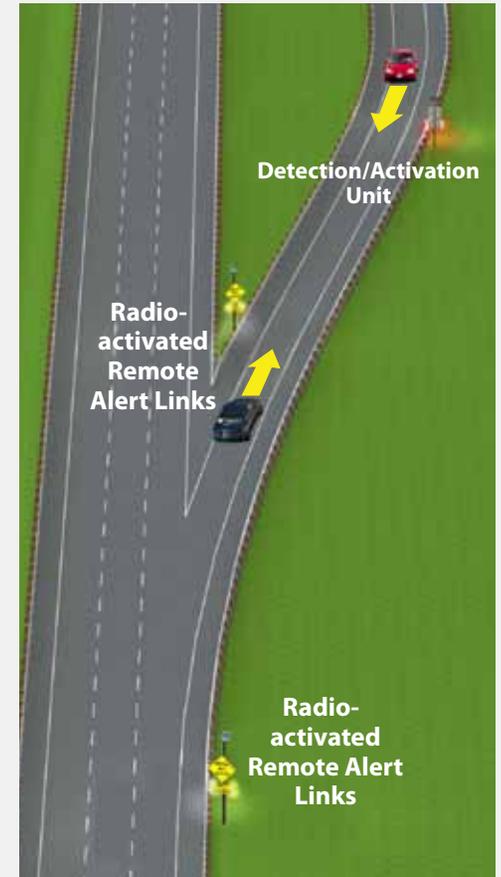
We understand that highway on and off ramps come in all shapes and sizes. Because of the extreme danger caused by wrong way drivers in these situations, an alert system has been needed which can easily be adapted to the particular roadway design. Our LED Flasher Bars have been designed to activate simultaneously and communicate with one another wirelessly.

Each Detection/Activation Unit has a range of up to 1000' in ideal conditions. Range can be extended by strategic placement of Remote Alert Links (RALs) with their radio units since the radio units pass along network communications until they reach the intended end. This capability can allow the network to "see" around obstacles and terrain in complicated on or off ramp situations. The *mesh-net* architecture allows for many configurations.

## Missed detections?

Because of the wireless technology which allows all the components of WrongWayAlert™ to communicate with each other, additional Detection/Activation Units can be added, which reduce the chance that a wrong way vehicle will go undetected. This redundancy is another way that WrongWayAlert™ can be customized and scaled to fit the many variations of roadway design.

# WrongWayAlert™



*Sample WrongWayAlert™ configuration*

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