

Press Information

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Astucia introduces the next generation of SolarLite flush inset mounted intelligent road stud with a free installation introductory offer.

Astucia announce that full type approval by the UK Department for Transport of the next generation of SolarLite™ F Series flush inset mounted intelligent road has been obtained paving the way for installation across the UK road network. This latest version of the SolarLite F Series intelligent road stud has taken advantage of improved solar panel and Light Emitting Diode (LED) technology along with internal design and manufacturing enhancements to enable the cost to the market to be dramatically reduced whilst maintaining the full safety benefits and characteristics associated with the Astucia product.

Martin Rodgers, sales and marketing director for Clearview Traffic said: “We are delighted to be able to bring to the market this next generation of flush stud. As part of our commitment to improving road safety we are for a limited period offering free installation, using our installation contractors, of the new flush stud within the United Kingdom.”

The built in solar powered Light Emitting Diode (LED) automatically illuminates from dusk to dawn and provides drivers with up to 900 metres of visibility. This is ten times greater than the traditional, retro-reflective, passive road stud which is limited by the headlight beam of the vehicle. With the increased visibility of the SolarLite road stud driver reaction time is of potential hazard in the road ahead is increased from 3.2 to over 30 seconds, when driving at 60mph. A number of Local Authorities with existing installations in the UK have reported significant reductions in night time accidents of well over 70% since the installation of the SolarLite intelligent road studs.

Further benefits of the design of the SolarLite F Series flush intelligent road stud include: being ideally suited to centre line delineation or across slip lanes due to the low profile of less than 4mm above the road surface; being motorcycle and bicycle friendly; totally sustainable harnessing free solar energy; a capability to withstand harsh environments including the use of self healing Polycarbonate & Polyester compound material, superior battery and charging circuits designed to maintain light outputs throughout UK winter conditions.

Martin continued: “The smart, safe and sustainable Astucia flush stud is completely unobtrusive and is proven to withstand passing traffic with no adverse effects, either to traffic or the stud itself, in a manner unlike any road stud approved for use in the UK today. Along with the reduction in market price the new

Moving traffic, saving lives

stud is also easier and therefore cheaper to install further reducing the lifetime cost of the product whilst continuing to prevent accidents and save lives.”

Approval from the Secretary of State is required for road studs incorporating reflectors or retro-reflective material and a steady or intermittent light source in accordance with the Department for Transport, Traffic Signs Regulations and General Directions 2002 (TSRGD) directions 57 and 58.

Ends.



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Notes to editors

The free installation offer is subject to terms and conditions available from Astucia.

Astucia is a leading global developer of accident reduction technologies. The core product technology is the Intelligent Road Stud containing LEDs (Light-Emitting Diodes) powered by solar cells and batteries to collect and conserve energy in each road stud. A microprocessor circuit controls the power management and automatically activates the LED's during the dusk to dawn period; conventional reflectors are also contained in the stud housing. These Intelligent Road Studs extend the night-time 'view' of the road, when compared with the traditional reflective type, from around 90 metres to approximately 1000 metres.

Other products have grown from that first idea including studs that warn of impending hazards such as fog, ice and surface water, and more recently camera and speed detectors within road studs that can combine to form traffic management systems. Furthermore Astucia sells a range of portable studs which can be deployed by motorists and the emergency services around vehicles at road-side situations.

Its vision is to reduce casualties and fatalities on roads throughout the world and to reduce congestion by safely increasing the capacity and effectiveness of road networks.

Currently Astucia's global distribution network includes: Australia, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Japan, Malaysia, Middle East, New Zealand, Mexico, Norway, Spain, Switzerland, United Kingdom and the USA.

Clearview Traffic Group is the guiding force behind three industry respected brands: Astucia, the market innovator for intelligent road studs; Golden River Traffic, a leader in the field of automated traffic counting and classifying; and Count On Us, the largest UK provider of transportation data collection and analysis services..