



Driver Feedback Signs

Make roadways
safer by reducing
driving speeds



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3M Traffic Management Solutions

Make roadways safer

Safety and mobility—traffic management’s keystones—find their greatest challenge when motorized vehicles share the road with pedestrians, pedalcyclists and transportation workers.

NHTSA statistics indicate that, in 2003 alone, more than 5,500¹ pedestrians, pedalcyclists and others on the road were killed in traffic accidents. The Safety Administration determined that higher vehicle speeds correspond with higher incidents and more serious pedestrian injuries.

Conventional speed limit signs alone are no longer enough

Noting that a one-mph reduction in speed may reduce accidents by as much as five percent, the Federal Highway Administration, changed the MUTCD² to include, “changeable message signs displaying the actual speeds of approaching drivers have been widely used... to enhance driver compliance with speed limits.”

¹ National Highway Traffic Safety Administration FARS (Fatality Analysis Report System) data

² Manual of Uniform Traffic Control Devices, November 2003



Maximize results and options

3M™ Driver Feedback Signs deliver performance and design flexibility to accommodate a range of applications.

Lower speed

Independent tests and field trials show that driver feedback signs reduce vehicle speeds. 3M backs its confidence in sign efficacy with a risk-free offer. Purchase and install an evaluation sign. If the percentage of speeding vehicles is not lowered by at least 10 percent after 30 days of use, return the sign and receive a full refund.³

Flexible set-up options

Select from AC, DC, or battery/solar power systems.⁴

Control on/off function by key switch, relay/dry contact switch (activated by an external timer on a device such as a flashing beacon), and by scheduling the sign’s controller.

Schedule the sign using software and a PC connected by direct serial port or remote RF (radio frequency) modem.⁴

Speed data logging

Speed collection software downloads speed, time and count data from the sign, as well as schedules on/off times. Collect vehicle speed data recorded by the sign’s internal radar. Build reports of vehicle speeds during different periods of the day.

Durable design

3M driver feedback signs are built tough: environmentally sealed, self-contained, impact-resistant aluminum cabinet with anti-graffiti protective overlay film. These units withstand weather, vandals and flying debris.

³ The same detection method must be used for before and after studies. Speak to a 3M representative about offer details.

⁴ Some options are not available outside the United States.



Built-in radar detects vehicle speed and alerts the driver.

Readily accommodates a range of uses and locations

Driver feedback signs, available in 24- by 30-inch and 36- by 48-inch versions, are ideally designed to operate successfully in high-hazard areas including:

- Speed transition zones
- Pedestrian crossings
- School zones
- Dangerous curves
- Parks and recreational areas
- Work zones
- Collector arterials
- Senior centers, hospitals
- Corporate campuses



Leverage a powerful partnership

Inventing reflective materials for more than 60 years, 3M is a worldwide leader in developing solutions for transportation safety and management.

Deeply-rooted commitment

3M works diligently with government and commercial partners to continually improve materials and develop integrated transportation solutions. The constant goal is to better serve motorists, pedestrians and transportation professionals with products that increase safety and reduce costs.

Comprehensive services

3M services can augment lean community resources to implement and maintain driver feedback signs for peak performance. Cost-effective services include:

- Site surveys and plans
- Sign installation
- On-site service agreements
- Preventive maintenance
- Data collection and scheduling

3M-certified technicians knowledgeable on 3M™ Driver Feedback Signs perform all services.

Continuous innovation

3M continues to support transportation professionals and roadway users with leading-edge solutions and integrated traffic management answers. Products such as driver feedback signs demonstrate innovation that helps optimize roadways.

For more information about how 3M can help increase safety on your roads or for a sign demonstration, contact 3M Traffic Safety Systems.

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Use signs that are hard to ignore

Driver distraction—cell phones, kids in car seats, fast-moving traffic, visual clutter—demands traffic signs that successfully attract attention.

3M technology meets the visibility challenge

3M™ Driver Feedback Signs advise drivers of their speed and encourage speed limit compliance to help improve safety. The built-in radar and a highly visible display combine for a dynamic system designed to reduce vehicle speed.

3M™ Diamond Grade™ Fluorescent Reflective Sheeting, the foundation of 3M driver feedback signs, is highly visible, day and night and in all conditions. Hybrid LED (light emitting diode) pixels combine LED technology with this fluorescent yellow-green reflective sheeting to stand out against cluttered backgrounds. In addition, the LEDs flash if a vehicle exceeds the speed limit—a clear reminder to the driver to slow down.

3M hybrid LED pixels automatically adjust to optimum brightness

Photocells automatically adjust the LED pixels to appropriate optimum brightness. Together, these pixels and reflective sheeting deliver a viewing angle more than 10 times wider than standard LEDs. Brightness and maximum viewing angle produce attention-getting visibility that gives motorists more time to react.



High visibility in daylight with diffuse fluorescent reflective pixels.



High visibility at night, dawn, dusk and in adverse weather with LED and retroreflective pixels.

