

Driver Feedback Sign DFS 700 Testimonial



The Wight Stuff

The Isle of Wight council has recently erected 3M Driver Feedback Signs at a number of speeding 'hot-spots' on the island.

It's widely acknowledged that driver feedback signs are respected by most drivers as a helpful reminder of the need to slow down rather than merely as a means of enforcing a speed limit. This view is supported by a number of independent studies, which have indicated that units of this kind can have a significant impact on reducing average speeds. Three such studies of the 3M Driver Feedback Signs, based on sites in Durham and Doncaster, show reductions in 85th percentile speeds by anything up to 33%. Reductions between 5-15% are frequently achieved.

Latest addition

The Isle of Wight Council is just the latest local authority to install the DFS 700 at a number of locations. Approximately 10 of these units were installed before Christmas, with a further 15 going up in the months of January and February. Isle of Wight has selected the DFS 700 to display the basic speed of drivers, with a maximum threshold set to deter deliberate speeding.

Various options

However, even in the basic mode, the DFS 700 has several features that ensure the message gets across. A key part of this message is accuracy, and the DFS 700 uses a sensitive and accurate microwave detector to give reliable readings of vehicle speeds. These are displayed in clear lettering that's visible for up to 100 metres and in all light conditions, with an option to flash the reading for extra impact.

The unit is lightweight and easy to erect, and is protected against rain, moisture and dirt ingress.

Using the installed software it's easy to collect traffic volume and speed data directly to an office PC, and to analyse the figures. Various powering and data communication options are offered to suit every application situation.

Data driven

"Now they're settling down, I'm looking forward to collecting data via the modem link straight to my PC," says Rachael Thorne, Speed Management Project Officer with Isle of Wight Council.

"We have got 'before' data for most of these locations, and it will be interesting to assess the impact of the DFS 700 units once the data is in."