

## Deadly wrong way driving continues to plague U.S. highways



Niche solution-

### Solar powered, wrong way warning system

Engineers are focused on designing systems that employ multiple tools to increase awareness and warnings on several levels to violating wrong way drivers. Given the majority of these events happen deep into the nighttime hours, bold and bright lighting options, sometimes in a variety of stages, are a vital and mandatory component. Static signs alone have a limited impact as currently experienced around the country.

**Solar powered wrong way message signs provide a number of advantages:**

- **WW signs can alternate message and color to increase awareness.**
- **Sign placement can be judiciously enhanced with solar power.**
- **Client support- We're involved from design through final testing.**
- **High ratio of awareness-to-cost value. Affordable.**
- **Dedicated to your application and roadway conditions design.**
- **Able to couple with detection devices for a systems solution.**

SES America is the leader in blank out sign development for challenging applications. We can assist you in developing a complete system or a singular test sign. Additionally, we are refining our systems approach to product development utilizing a variety of detection devices including radar or a sensed, solar pavement marker which we can supply, and the application of solar powered LED pavement markers working in synchronicity with the wrong way warning system.

Here is a recent piece in [ITS International magazine](#) regarding the use of wrong way signs by Texas DOT. This ITS-based traffic management system designed and piloted by the San Antonio District, has accumulated valuable insight and results worth investigating.

SESA can provide a brief rundown or if preferred, a notable presentation which will objectively allow you to assess your options comprehensively. Please feel free to reach out to SESA for a an evaluation. [Contact us](#) or go to the [SESA blank out sign page](#) for technical details and documents. A webinar on this select application is equally possible to meet your timing needs.

---

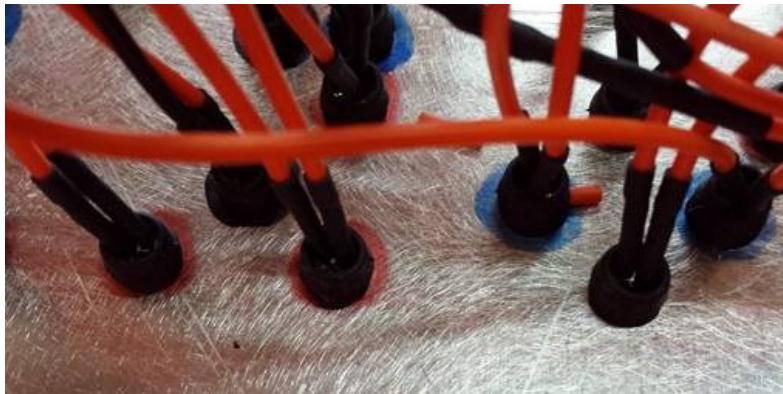
— LATEST SESA TECHNOLOGY —

---

## String Technologies

### **Practical, energy efficient, and easy to maintain solution for high use directional and blank out sign applications-**

Developing more energy efficient, less costly, yet better technologies for specific applications is part of our DNA makeup at SESA. Perfectly paired with our integrated solar powered energy system, this new string technology in blank out and directional LED solutions is proving to be an energy efficient and practical alternative to typical through hole LED board construction.



String Technology-Notable Advantages in LED Sign Construction:

- **Up to 90% less power consumption- Absolutely ideal for solar.**
- **LED parts replacement cost- Up to 80% less.**
- **Easy on site maintenance and repair**
- **Same life expectancy as traditional LED's yet a more stable and reliable mounting system.**
- **Multiple icons with color options, without the high cost.**
- **Design capability-Built to your specification or situational needs.**
- **A full cast of MUTCD images and directions. NTCIP compliant.**

Share

Share this Page: powered by 

Energy efficiency will continue to occupy more headline space in the coming years. Utilizing this advanced string technology united with our integrated solar power systems, keeps our clients years ahead of industry standards with a return-of-investment system.

Please feel free to [reach out](#) for a step-by-step rundown on this technology and its use, or download a [data sheet on our blank out signs](#) as a first step introduction to this simple but progressive, cost effective option.

### *-ITS Chapter Membership-*

With an organizational commitment to expand our knowledge and improve technologies in the ITS industry, SESA is now a member of nearly all of the ITS regional chapters.



Our expectations are to learn and contribute where we can to advance the industry, and as possible, utilize our specialized knowledge and experience for a larger solutions-driven purpose in each geography. As ITS chapter members across the country our obligation is to also share openly what we learn-from Alaska to Arizona-providing information and resources to the challenges in Intelligent Transportation.

We look forward to expanding our knowledge base from all the ITS professionals around the country with intent to cooperatively advance the ITS industry.

West of the Mississippi, [Mike McKay](#) will participate in meetings and events while [Brandon Tessier](#) will focus his ITS chapter involvement in the eastern and southern region. Please feel free to reach out to either moving forward. If you are new to SESA as a company take a minute or two to examine our attributes and capabilities at [www.sesamerica.com](http://www.sesamerica.com).



Like

Tweet

Share

Share

Share this Page: 

powered by 

Sesame America, 210 Harris Road, Middletown, Rhode Island, 02917. PH:401.252.3370. Email: sales@sesamerica.com www.sesamerica.com.