



NEWSLETTER

August, 2015
New York City upgrade; improved website,
project updates



FDR at Brooklyn Bridge

Dynamic messaging retrofit upgrade on FDR Drive in New York City

SES America, is pleased to announce the **successful commissioning of a cadre of dynamic message signs along Franklin D. Roosevelt Drive in Central New York City.**

New York City Department of Transportation selected SESA's unique upgrade process saving the city more than half the money of new while transitioning to a brighter, more energy efficient technology in a very short time frame.

The housing of the DMS is left intact as it sits on its support structure, without the need to remove the sign for the upgrade installation. **The upgrades were installed, tested, and commissioned in less than one day.**

Brandon Tessier, SESA Manager- “These latest upgrade installations continue to reinforce the idea that with the fiscal challenges many departments face, upgrading existing signs versus new installations is a much more responsible approach.

"These DMS signs will now provide messaging to commuters along the FDR for many years to come, at a fraction of the cost of installing new equipment”

The FDR sign's new high intensity LED's and energy efficient power controls eliminates the need for expensive cooling systems, dramatically **reduces maintenance costs, while providing 30-80% greater energy efficiency.**

To learn more on the New York City project or for a no obligation site survey, please reach out to [Brandon](#) or [Mike](#) for a quick response. You can always ring us at 401.232.3370 ☒
401.232.3370 for direct and quick conversation on any specific question for retrofitted upgrades in addition to any of our industry unique technologies.

— Latest SESA News—

SESA Releases New Resources Friendly Website

Proudly, we've inaugurated a new user friendly website focusing on aptly directing the professional community towards better and more complete access to information relevant to project design / planning. **Besides a progressive and easy-to-read design, a few highlights are:**



- **Tile format with simpler directions and explanations**
- **Engineering Resources Tab**

- **Three clicks or less to or from nearly anywhere on the site for valuable documentation and data.**
- **More functional information and specification directions**
- **"Contact Us" page with greater input capabilities and options**

Take a few minutes to explore the site by clicking [here](#) or the link below. Examine this versatile new website and feel free to reach out to Brandon or Mike for additional insight or help with project planning or developing solutions within the DMS and mobility sign arena.

www.sesamerica.com

-Project and Technology update-

On other news, here are a few projects we are working on for release:

- Travel data direct to signs w/ solar, rural applications**
- Series of walk in signs for tollways**
- APL approvals for color, solar, & managed lanes signs**
- Multi message blank out signs for Weigh in Motion**
- Advanced warning for railroad crossings**

SESA executes on a number of specialized application solutions, including rural, arterial, and defined custom use applications. Developing client centric reliable and consistent LED solutions is our trademark. While your project may not have legs, give us a call at 401.232.3370

401.232.3370 for a practical consultation and direction. We talk often to many ITS professionals who count on us for logical solutions regardless of propriety. Whether in planning or final design, we would be glad to lend our experience.

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