



TELEGRA

Smart Traffic Management®

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IRF Awards Telegra for Promoting Road Safety

Telegra's LED Matrix Speed Display Sign Earns GRAA

DALLAS: February 4, 2009 – The International Road Federation (IRF) awarded Telegra Inc., a leading provider of smart traffic management solutions, a Global Road Achievement Award (GRAA) in the safety category. Telegra received the honor for its fuel cell powered LED matrix speed display sign. The IRF's GRAA program highlights successful projects and programs from leading industry organizations that improve and advance road development around the world. The 2009 award was presented to Telegra in an awards ceremony in Washington D.C. in January.

The Telegra LED Matrix Speed Display (LMSD) is a mobile detection and messaging product that integrates intelligent design with the latest technology. The LMSD posts applicable speed limits, detects and posts vehicle speeds, and counts and classifies each passing vehicle.

“By alerting drivers to their speed, Telegra's LMSD contributes to street safety in school zones, pedestrian zones, and residential neighborhoods where speed control is critical,” said Dr. John P. Kasik, president and chief executive officer of Telegra. “Our LMSD product utilizes the newest generation of LEDs, can be remotely controlled, and features non-polluting, cutting-edge, fuel cell technology that sustains its operation over an extended period of time before refueling.”

Combining advanced technology, durability and sustainable features, the Telegra LMSD is the most innovative product in its class, according to Kasik. It is designed to operate in any location, urban or remote, and features sturdy construction, wireless communication capability, and internal environmental controls to reduce down time. In addition, with its fuel cell power capability, the LMSD offers a unique, portable, non-polluting solution for delivering LED messages. Highly efficient methanol-based fuel cells operate the trailer-mounted signs while emitting only minute amounts of water and carbon dioxide.

The fuel cells not only provide 12 Volts of DC power, they also position the display panels, operate all the LED message sign's various functions, and sustain unit operation over a continuous period of approximately one month without refueling. The trailers save money by not burning expensive fossil fuels and by reducing the labor necessary to refuel the typical portable sign trailer with a diesel powered generator.

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The Telegra LMSD also features advanced LED technology, resulting in substantial savings in power consumption and in extended LED lifetime. In addition, all current and past operational data compiled from each LED unit is stored in the system memory and can be retrieved for analysis using a Web-based Graphic User Interface. Another feature unique to Telegra's Speed Displays is the ability for the LEDs to flash red when a driver has exceeded the limit, providing an additional alert measure for drivers.

"The GRAA for safety is an acknowledgement that Telegra's trailer-mounted LMSDs are effective at alerting drivers to slow down," said Kasik. "Drivers will always get the message, thanks to clear, highly recognizable, full-color or amber text with TrueType fonts. In addition, our symbol displays have outstanding uniformity and minimal distortion which keeps text crisp and clear."

The IRF is a nongovernmental, not-for-profit organization with the mission to encourage and promote development and maintenance of better, safer and more sustainable roads and road networks. Through its members and associates, the IRF promotes social and economic benefits that flow from well-planned and environmentally sound road transport networks. The IRF also helps put in place technological solutions and management practices that provide maximum economic and social returns from national road investments.

About Telegra

Telegra, Inc., is one of the leading providers dedicated solely to the transportation industry, specializing in the design, manufacture, installation, and maintenance of ITS solutions. For more than 20 years and 3,000 successful installations worldwide, Telegra has offered traffic management control devices and systems that meet the highest standards and is being recognized for its quality, exceptional durability, longevity, and reliability. Telegra's products feature state-of-the-art technology and are engineered to unsurpassed performance – from LED Variable Message Signs, Emergency Roadside Call Systems, and Roadside Field Controllers to a unique topXview Intelligent Traffic Managers™ for highways and tunnels. Additional information can be found at www.telegra-inc.com.

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