

Telegra Introduces Prismatic Variable Message Signs

Interoperable Signs Touted as Lower Cost, Easy Maintenance Alternative to LED Displays

ITS AMERICA 2009: NATIONAL HARBOR, MARYLAND – **June 1, 2009** – Telegra Inc., a leading provider of smart traffic management solutions, introduces its electro-mechanical prismatic variable message signs (VMS). Using three-sided prisms, the signs display up to three traffic conditions and can be changed by remote command or manually. The signs are fully Interoperable with advance traffic management systems and TMC's, offer low maintenance and operating costs and feature an optical prism system detector for precise positioning of each prism.

“Telegra’s prismatic VMS can instantly deliver critical, easily changeable messages on any roadway—at a lower cost than LED signs,” said John Kasik, president and chief executive officer of Telegra. “Like all Telegra products, our prismatic signs are created specifically for the transportation industry and feature the most robust and reliable engineering on the market today. Regardless of wind, ice, snow, heat or other environmental conditions, you can easily place Telegra’s prismatic VMS displays wherever they are needed.”

Constructed with highest-quality materials and standards applied by federal and state agencies in accordance with the needs of the transportation industry, Telegra’s prismatic VMS features an innovative suspension design and robust weight-bearing framework to sustain harsh conditions long-term. The signs are designed for use in extreme weather conditions, such as high wind, snow or hurricanes, and include redundant power supply to ensure functionality in power loss situations as well as a de-ice “wiggle” feature.

A Prismatic VMS is a practical, cost effective solution for predictable lane use restrictions such as directional time-of-day HOV Lanes; speed reductions due to long-term construction; fog, ice, or wind conditions on bridges; changeable lane configurations for trucks, buses or cars only; dynamic lane use or use of shoulders for traffic; reversible lanes on bridges; or configurable toll plazas.

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The signs are also effective for emergency management or evacuation routes, when reliability is essential. They can even be used to alert drivers to real-time advisory updates, such as a designated telephone information line or radio frequency. A default, failsafe, neutral message is available in the event of a communication or power failure

The Telegra prismatic VMS, in appropriate situations where message needs are highly predictable, offers many benefits versus an LED display. These include lower initial investment; simple and low cost operation and maintenance; and full functionality during a power outage.

Telegra is a bronze sponsor of ITS America 2009 and will demonstrate its prismatic VMS displays during the exhibition at booth 201.

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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