



DIALOGUE-DISPLAY





RESPONSIBILITY

PROTECTS

REDUCE SPEEDS

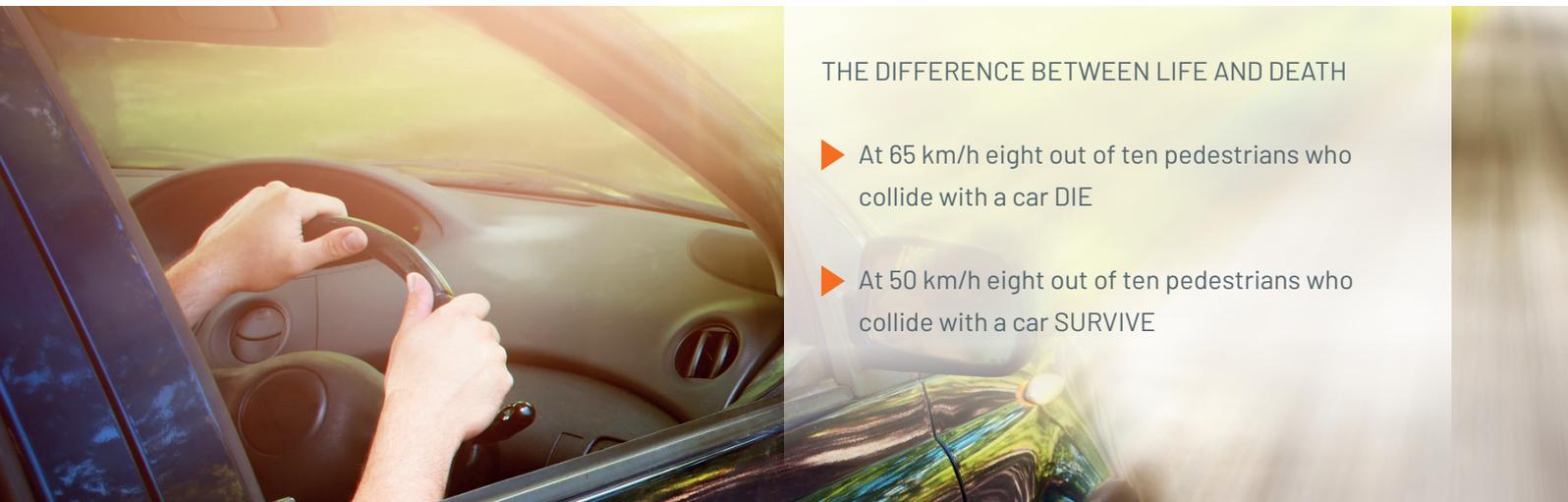
Each year, approximately 1.4 million people die due to traffic. The World Health Organization (WHO) has therefore declared traffic as the ninth most common cause of death worldwide. Projections indicate that the number of deaths due to traffic will exceed two million.

Most accidents occur because of high speeds. Therefore, the importance of consistency in the fight against accidents is illustrated by a statement issued by the Berlin Senate Department: "A noticeable reduction in speed can mean the difference between

life and death when a pedestrian is involved in an accident."

This data has also been confirmed by statistics collected by the Swiss Council for Accident Prevention (BfU): Probability that a pedestrian will be killed by a car when speeds are as follows:

- ▶ over 40% at 50 km/h
- ▶ 30% at 40 km/h
- ▶ 18% at 30 km/h



THE DIFFERENCE BETWEEN LIFE AND DEATH

- ▶ At 65 km/h eight out of ten pedestrians who collide with a car DIE
- ▶ At 50 km/h eight out of ten pedestrians who collide with a car SURVIVE



MOTIVATION FOR DRIVERS

The DIALOGUE-DISPLAY helps to build friendly and personal communication with drivers. It appeals to human emotion through positive communication.

When a driver keeps to the speed limit, **THANK YOU** is displayed in green LED font. When the speed limit

is exceeded, a red **SLOW DOWN** lights up. This constructive dialog has proven effective, even over the long term as drivers become familiar with it!

OBJECTIVE

- ▶ Increase awareness
- ▶ Reduce speeds
- ▶ Prevent habitual behaviors





PROVEN

EFFECTIVE

LONG-TERM IMPACT

Studies conducted by the Technical Universities of Munich and Dresden have shown that the DIALOGUE-DISPLAY reduces high speeds, in particular, over the long term and therefore significantly contributes to improving traffic safety.

LONG-TERM STUDY IN BERLIN SINCE 2004

In 2004, a DIALOGUE-DISPLAY was installed in front of a kindergarten (30 km/h zone). Since then, speeds have stayed consistently low.

RECOMMENDED LOCATIONS

In a comparison of dynamic speed signs conducted by the UDV (German Insurers Accident Research), the DIALOGUE-DISPLAY registered significant reductions in the average speed.

The UDV (German Insurers Accident Research), part of the German Insurance Association (GDV e.V.), published a research report entitled "Lob und Tadel - Wirkungen des DIALOG-DISPLAYS" (Praise and Criticism: Effects of the DIALOGUE-DISPLAY). It recommends the use of the DIALOGUE-DISPLAY to achieve the following objectives:

INSTALLATION

- ▶ Ground socket/mobile foot
- ▶ Ground socket and mobile pole
- ▶ Existing pole



MEASURED

VALUES

OBJECTIVES

- ▶ Reducing speeds
- ▶ Reducing the risk of local accidents
- ▶ Reducing and abating noise
- ▶ Increasing awareness and focus in areas of conflict

LOCATIONS

- ▶ Crosswalks
- ▶ Kindergartens
- ▶ Schools
- ▶ Bus stops
- ▶ Facilities for seniors
- ▶ Accident blackspots

Previously:
Vd = 38.1 km/h
Values measured by Berlin Senate

Measurements 2004:
Vd = 28.9 km/h
Measurements by DIALOGUE-DISPLAY

Measurements 2007:
Vd = 28.7 km/h
Measurements by DIALOGUE-DISPLAY

Measurements 2009:
Vd = 29.5 km/h
Measurements by DIALOGUE-DISPLAY

Measurements 2017:
Vd = 28.7 km/h
Measurements by DIALOGUE-DISPLAY

Measurements 2018:
Vd = 28.9 km/h
Measurements by DIALOGUE-DISPLAY

Measurements 2019:
Vd = 28.6 km/h
Measurements by DIALOGUE-DISPLAY

Measurements 2020:
Vd = 28.8 km/h
Measurements by DIALOGUE-DISPLAY



TECHNOLOGY

MODULAR DESIGN

Voltage

- ▶ 230 V constant voltage
- ▶ Battery operated by solar power
- ▶ Operated solely by battery
- ▶ Charging via streetlights

Motif

- ▶ Motif of choice

Radartechnik

- ▶ Front radar sensor for speed measurement
- ▶ optional: Seitenradar zur Fahrzeugklassifizierung (siehe TOPO)

Communications unit

- ▶ 2G mobile network
- ▶ GPS
- ▶ Bluetooth interface

LED display

- ▶ Praise and criticism (Slow Down and Thank You)
- ▶ Optional speed display (km/h)

optional

- ▶ TOPO classification module



DIALOGUE-DISPLAY.big



According to statistics, many accidents—sometimes serious—occur on highways. For example, on stretches where there are deer and other wild game, at accident blackspots, or on stretches where drivers typically drive at high speeds, the oversized DIALOGUE-DISPLAY.big is an excellent option.

It is a dynamic display system used to increase awareness of drivers and reduce speeds.

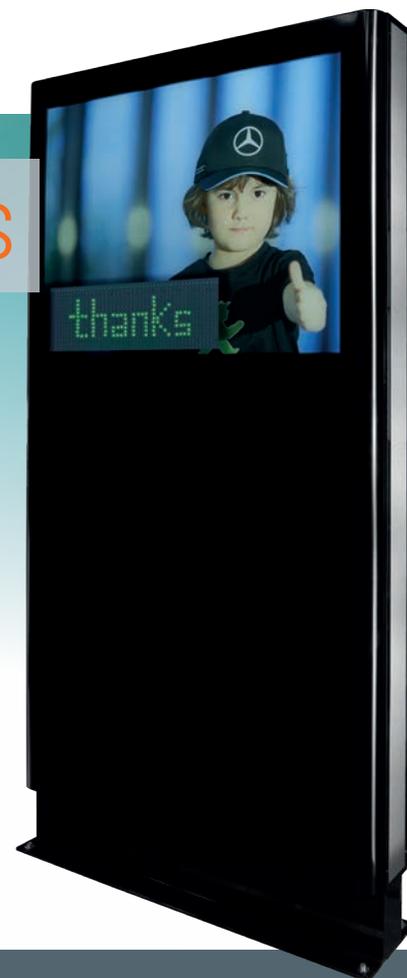
The Technical University of Dresden showed in a scientific study conducted in Bad Bentheim that the effectiveness of the DIALOGUE-DISPLAY.big had a lasting impact (reducing risk at bus stops on rural routes). The LED text display can be customized to the location, e.g., **Caution!** and **Danger!** in alternation.



FOR SPECIAL SITUATIONS

DIALOGUE-DISPLAY.pilone

The sophisticated DIALOGUE-DISPLAY.pilone was specifically designed for company premises. As a fixed installation on company grounds, it ensures traffic safety in parking areas by asking drivers going too fast to slow down. The safety of both visitors and employees is encouraged, helping to maintain the corporate image.





MOTIF OF CHOICE

DIALOGUE-DISPLAY

OVAL

30

slow down

slow down

30

slow down

30

slow down

50

slow down
thanks

50

slow down
thanks

70

slow down
thanks



DIALOGUE-DISPLAY

NOISE SYSTEMS



The motif can be customized for any model (DIALOGUE-DISPLAY, DIALOGUE-DISPLAY.big, DIALOGUE-DISPLAY.pilone). This opens up a wide range of possible applications for different objectives.

A large selection of motifs is available to choose from.



CUSTOMIZED TEXTS

RTB can customize texts to give the unit a unique look. Image files are available upon request.

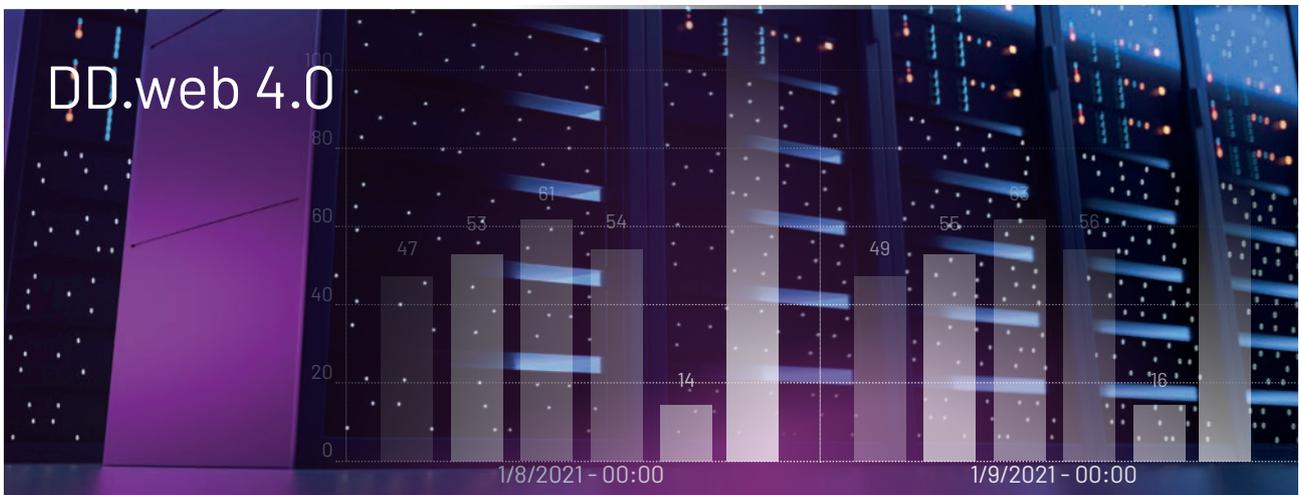




ACCURATE

ANALYSIS

DD.web 4.0 is an Internet platform our customers can use to access a range of services and analytics.



- ▶ High security standards through encrypted https connection
- ▶ Customer controls access rights: the administrator manages user rights
- ▶ Group message communication
- ▶ DD.web 4.0 hotline
- ▶ Language selection
- ▶ Comprehensive analytics (speed, traffic volume, classification results)
- ▶ Configurable dynamic speed and time intervals for analytics models
- ▶ Access to vehicle data points (raw data)
- ▶ Location and order management
- ▶ Operational control of the device
- ▶ Map display to manage locations
- ▶ PDF document creation
- ▶ Export functions

 Feel free to contact us for your free trial access.



NOISE REDUCTION

Noise is unhealthy. This is verified by numerous scientific studies. In adults, it mainly affects the cardiovascular system, and in children, the brain's performance. Noise far below a sound pressure level of 85 decibels can make people sick—even if it is not perceived as annoying. It is estimated that around 4,000 heart attacks a year in Germany alone are caused by road traffic noise.

But RTB has a solution: TOPO systems with the dialog display offer help. This combination of devices has already been tried and tested, especially when used to combat motorcycle noise:

- ▶ Device combination of dialog display (SLOW/QUIET/ THANK YOU) and upstream TOPO vehicle detection system that records the type of vehicle noise emission
- ▶ Mitigation of motorcycle hotspots, especially on weekends
- ▶ Targeted protection of residents through immediate, emotional appeal to road users and the impact of social control by others
- ▶ Proven use on highly frequented routes proves effective, sustainable effect



More information can be found in our motorcycle noise brochure.





AUTHENTIC PEOPLE. RELIABLE PRODUCTS.

That is the premise on which we operate. We aim to impress you with innovative power, excellent quality, and outstanding service. User-friendliness of our products and customer orientation are most important for us. We put our heart and soul into reliable, collaborative partnerships.

As an internationally company, RTB develops, produces, and distributes solutions in the traffic lights, detection and parking sectors. We have repeatedly set new standards for the industry with our bold ideas. We combine a constant willingness to innovate and dogged persistence with a natural straightforward approach. We see customers, suppliers and employees as equals, engaging in intensive dialog with them, which perhaps explains our long-term success.



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