

DriveBrite™ *Series*

A Legacy of Design and Manufacturing Expertise

TraffiCalm Systems™ a division of MOR Manufacturing began selling Radar Driver Feedback and Variable Speed Limit Signs under the DriveBrite™ brand in 2010 after a long-term contract manufacturing relationship with 3M Traffic Safety Systems Group.

Located in the panhandle of Northern Idaho, TraffiCalm is focused on continuing the legacy of designing and supplying leading-edge traffic calming solutions for markets including:

- Highway & Road Construction Projects
- Government/Military Bases
- State, City & Municipal Agencies
- Police Enforcement Units
- Airports & Aerospace Facilities
- Hospitals, Hotels, Business Campuses
- Sports & Entertainment Sites
- Urban Communities & HOAs
- Schools & Educational Corridors

TraffiCalm's product line includes: Radar Driver Feedback and Variable Speed Limit Signs with a myriad of superior level capabilities and feature-rich options to support users that require affordably-priced, quality built solutions for their traffic calming needs.

Traffic and pedestrian safety is of major concern in towns and cities throughout the US with many local citizens and small business leaders taking up arms to bring concerns to governmental agencies that can embrace the problem by crafting laws and funding to assist them. To support those efforts, TraffiCalm is focused on creating cost-effective and viable solutions to assist in reducing driver speeds and awareness and maintain safety in neighborhoods, on highways and in construction zones.

TraffiCalm is associated with a national network of technically savvy distribution partners who complement our products with traffic safety installation and maintenance services. Our partners are a valued asset in providing end users with quality product support and customer service.

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Driver Feedback (DFB) Sign "YOUR SPEED"

Driver Feedback signs are an effective tool in decreasing speeds in urban communities, on traffic thoroughfares, in school zones and construction sites.

TraffiCalm offers the DriveBrite™ Series Radar Driver Feedback signs in two size configurations:

- Urban 30"x41"x3" with 15" display height, and
- Highway 48"x60"x4" with 22" display height.

Both models come in four colors options: white, fluorescent yellow-green, fluorescent orange or yellow.



TraffiCalm's DFB signs are modular in design for simplified installation and maintenance free support. The sealed electronic control system (ECS) box protects the components from vandalism and its powder coating and high-impact polycarbonate face combats an array of harsh weather conditions. The ECS is easily removable from the sign chassis with provisions for padlocking into place and is shipped standard in the DOT green color, to blend effectively with the environment.



Radar and Data Collection:

The DriveBrite™ DFB displays can be easily configured and data collection accessed using TraffiCalm's software. With its standard MS Windows™ dialogs, the software is easy to navigate by users of varying levels of computer experience. The data collection software allows users to:

- Configure up to 15 preset display configurations.
- Schedule 12 different day plans with 9 events per plan for daily, weekly or per day events, 365 days.
- Set parameters such as radar noise rejection, data collection speed range, location, time and date.
- Save an unlimited number of display schedules and settings for later retrieval for every sign owned.
- Use the tools to help setup and troubleshoot display
- Get and save data collected by the sign in CSV (MS Excel compatible) files.
- Create & print charts and tables using data collected from the display, including charts of highest & lowest speeds, speeding vehicles vs. volume, and other statistical information.
- Charts produced are perfect for pasting into presentations or reports.



Solar Kits and Communications:

Three solar kit options are available on the DFB to support locations without hardwired power making the DriveBrite™ sign eco-friendly.

TraffiCalm's DFB sign come standard with Bluetooth (Class 1) wireless connectivity for a minimum of 30' communications.



The DFB signs are MUTCD compliant and come with a 2-year limited warranty. TraffiCalm products are made in the USA and are available through a national network of outstanding distribution partners.

For additional information on this product or any of the TraffiCalm traffic calming solutions, visit our website at: www.trafficalm.com or contact us at: sales@trafficalm.com.

General Specifications

Configuration	Urban (less than 50MPH)	Highway (over 50MPH)
Size	3 x 30 x 41	4 x 48 x 60
Weight	36lbs	90lbs
Changeable Display Height	15"	22"
Static Message Legend "SPEED LIMIT"	6" high characters	8" high characters
LED ½ Cone Angle	30° from on axis (a ½ power point)	
Amber LED on Axis Intensity	10,000 CDA/SQ Meter	
Red LED on Axis Intensity	8,000 CDA/SQ Meter	
Front Face Sheeting	High visibility prismatic long-life reflective sheeting	
Construction	Sealed electronics 1/16" thick AL black powder coat enclosure with high impact polycarbonate face, removes as a complete unit from sign chassis for replacement. Provisions for padlocking in place provided.	
Electronics Enclosure rating	Weather proof NEMA 3R specifications	
Sign Chassis Construction	3/16" thick Aluminum chassis with 0.100" thick sign face finished with DOT Green powder-coat, encloses & protects electronics enclosure.	
Operating Temperature	Internal Components: -34°C to +74°C, Ambient environment: -34°C to +60°C	
Radar Frequency, Power, Coverage	K-Band 24.15MHz (+/-100MHz) License Free, 18dBm 30-degree (30x41) or 26dBm 30-Degree (48x60). FCC Certified.	
Speed Resolution and Range	Min 5MPH, Max 140MPH in 1 MPH steps.	
Speed Data Collection	10 speed "bins" covering a programmable speed range, counted in 10 second intervals over 15-minute periods, recording the highest and lowest speed seen during the 10-second interval.	
Speed Data Presentation	Software Generated graphs showing traffic volume, 25 th , 50 th , and 85 th percentiles, speed distribution in highest and lowest speeds, over a selectable period of time.	
Data Logging Capacity	Speed data: 90-days with a circular buffer (oldest readings replaced by newest). Event data: 60-days with a circular buffer.	
Events Logged with Time Stamp	Applied Voltage (VDC), internal temperature (°C), Ambient light (Lux), Display functional Status, Traffic Status, shock sensor events, parameter events.	
Display Communications	Bluetooth Module is Class 1 (supports V2.1 + EDR, V2.0, V1.2, V1.0) wireless minimum 30 feet, FCC/Bluetooth certified.	
Programmable Display Features	Minimum, Speed Limit, Over Speed, and Maximum Speed to display. Display type: Blank, Actual Speed, Speed Limit, Flashing Digits, Steady Digits, Integrated Strobes, External Beacon Activation. Amber or Red Digits.	
Schedules	Repeating Daily: 9 events, Repeating Weekly: 9 events, Non-repeating Dated: 9 events (27 events in one 24-hour period).	
Power Requirements	12VDC (10.5VDC to 16VDC), 54W (30x41) or 115W (48x60), Stealth 2W: Standby 0.5W/Shutdown 100mW, Ave 10W (30x41) or 30W (48x60)	
Power Options		
AC	AC 100-120VAC 50/60Hz 60W or 120W	
DC SOLAR 130W	130W Solar Panel, 20A Charger with PWM charge control and load switch, 35AH x 4 (140AH) Battery in an insulated box.	
DC SOLAR 85W	85W Solar Panel, 10A Charger with PWM charge control and load switch, 35AH x 2 (70AH) Battery in an insulated box. (30x41 Only)	
DC Solar 45W	45W Solar Panel, 4.5A Charger, 35AH battery in an insulated battery box. (30x41 Only)	
Conducted/Radiated EMI	Complies with FCC Part 15.	

Your DriveBrite™ displays can be easily configured and data collection accessed using TrafficCalm's software. With its standard MS Windows™ dialogs, the software is easy to navigate by users of varying levels of computer experience.

System Requirements:

Operating System: Windows XP, Windows Vista, Windows 7

Screen resolution 1024x 768 or better

Communications interfaces: Bluetooth Class 1 or 2 adapters, V1.0, V1.2, V2.0, V2.1 +EDC, CSD MODEM, POTS MODEM

Disk Space: 16.5 MB Minimum



TrafficCalm is a proud member of IMSA and ATSSA.



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