Imagine …
“a different road by turning a switch”

Dynamic road marking
QUICK!

1. Increase road capacity between 30% - 100%
2. Installation of a dynamic signs can be done within a half day.
3. All within the existing infrastructure, so no long reconstruction times and approval procedures.

Increase road capacity for special purpose group

In March 2005 Philips Lighting successfully realized the first ‘dynamic road’ in The Hague, The Netherlands. By means of 11 illuminated ‘BUS’ signs a 1,5 km long dynamic bus lane has been created.

The dynamic road sign is a Solid State Lighting innovation, based on 7 years of development and testing in harsh environments.

Philips installed the first dynamic road sign in The Hague in 2000. The successful trials have now resulted in a world-first application where one lane of a congestion-sensitive road can be freed for public busses when required. Besides the text “BUS” the dynamic road signs (DRS) can be made in such a way that they can display also the words TAXI, P(arking) but also arrows or crosses.

For further details, please contact:
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