OVERVIEW

Studies show* there is a fatality in about 20 to 25 percent of all wrong-way crashes, compared to about 0.5 percent of all vehicle crashes. **ATS Wrong Way Alert** is a proactive and validated solution for the prevention of crashes caused by vehicles traveling against traffic.

- Senses when a vehicle is traveling in the wrong direction on a roadway, entrance or exit ramp or intersection
- Validates the continued path of the vehicle
- Notifies appropriate authorities in real time via text or email message
- Pushes data automatically to messaging on signage as well as other optional systems

HOW IT WORKS

Wrong Way Alert uses high-accuracy Lidar to sense wrong-way drivers, and can be used on ramps, roadways and intersections. The multi-channel notification system:

- Alerts the driver with flashing red-LED messages and beacons, telling them to stop and turn around
- Notifies designated authorities immediately via text or email message, including links to video when available
- Alerts other drivers of the wrong way vehicle via dynamic messages on ATS InstAlert™ or SpeedAlert™ portable message signs, and optionally to 511 systems, TMC (Traffic Management Center) and/or social apps

The system can be deployed in both permanent or completely self-contained temporary locations, making it ideal for pilot programs and other short-term scenarios, as well as long-term installations.

*(Arizona Department of Transportation Study, Federal crash data)
WHAT'S INCLUDED?

- ATS QueTrak™ directional vehicle counter
- ATS InstAlert variable message sign or ATS SpeedAlert radar message sign
- TraffiCloud® remote management software

Wrong Way Alert is managed in ATS TraffiCloud and hosted on Microsoft Azure for reliability and high-availability.

For more information on the ATS Wrong Way Alert solution:

Email sales@alltrafficsolutions.com

Call ATS at 866.366.6602