

+LightLine®

Crossing the road should be safe!

Nowadays pedestrians as well as cyclists often use their smartphones in traffic. This may distract their attention from their surroundings. The growth of the amount of smartphones is causing an increase of accidents when crossing the roads over the last couple of years.

Cyclists

The Ministry of Transportation in the Netherlands has come to the conclusion that 20% of the accidents with cyclists between the age of 12 and 24 are caused by using the smartphone in traffic. In 2013 the Dutch Scientific Research Institute for Traffic found that particularly young people are quite often using their smartphone in traffic. Half of the cyclists in the Netherlands are reading a text message and 30% are even sending a message!

Pedestrians

Recent research in Europe (Dekra 2016) proved that nearly 20% of the pedestrians are using their smartphone in traffic.

During the investigation 17% of the 14.000 observed pedestrians were using their smartphone. Especially people up to the age of 35 years are using the device quite frequently. The investigation of Dekra took place at busy intersections, pedestrian crossings in urban areas, staging post for public transportation.

Public transport

The increasing amount of cyclists and pedestrians using their smartphone is a tremendous problem for public transportation. The HTM in The Hague reported that their bus and tram drivers have to make emergency stops approximately 40 times in just one journey to prevent accidents with people using their smartphone in traffic.



+LightLine®

HIG Traffic Systems has developed a solution to improve the advertency of black spots in traffic. The +LightLine® consists a strip made of polycarbonate with LED (light-emitting-diode) lighting in it. The strip is available in standard widths and can be placed in the road. The +LightLine® is connected with the traffic light installation and improves the attention turning green, yellow and red in combination with the existing traffic lights. If somebody at the crosswalk is looking at their phone, they most likely look down at the ground where the +LightLine® is installed. There is also a special feature available for people with color blindness. The +LightLine® is a key product to make traffic safer.

HIG Traffic Systems also offers safety solutions at crosswalks without traffic lights. We have several pedestrians and cyclists detections, for example a system with a series of LED bulbs placed in the road starting to flash when cyclists or pedestrians want to cross the road. This systems is not part of a traffic light installation. It works completely independent.

HIG Traffic Systems is delivering these solutions all over the world commencing june 1st 2017.



HIG TRAFFIC SYSTEMS

P.O. Box 130
2410 AC Bodegraven
The Netherlands
Phone 0031-886227444
Email export@hig.nl

www.hig.nl