LightGuard Systems® Continues Lighting the Way for Enhanced Crosswalk Safety with Newest Model of Smart Crosswalk™ Automatic Pedestrian Detection Bollard

The crosswalk safety and traffic calming device tech leader makes improvements to its automatic pedestrian-activated infrared bollard system with new NightGuide™ and customizable branded logo light embellishment.

Santa Rosa, CA, July 21, 2017 --(PR.com)-- San Francisco North Bay Area LightGuard Systems announces updates to its Smart Crosswalk™ infrared Automatic Activation Bollard pedestrian detection system for better public crosswalk safety at urban neighborhoods, cities, airports, school zones, parking areas, campuses and private facilities using its Smart Crosswalk™ flashing LED systems, signs, and traffic calming pedestrian safety devices designed to alert motorists to pedestrians inside a crosswalk.

The next-generation Smart Crosswalk™ Automatic Activation Bollard (T6) is more attractive and offers more safety lighting features than its predecessor—and any other similar product in the industry—with a new fully customizable lighted logo embellishment on the front and improved courtesy light, NightGuide™—a downward conical-shaped light containing 16 LEDs that softly illuminates and calls pedestrians’ attention to the crosswalk entrance, "inviting" them to a safer place to cross the street.

The Automatic Activation Bollard pedestrian detection system consists of entry "gateways" created by two opposing bollards which are installed approximately 2’–4’ from the curb at the crosswalk entrance. As pedestrians enter the crosswalk and pass between the two bollards, infrared light beams detect their presence—activating a chain of automated silent and visual communications between the motorist, the pedestrian, the bollard, and the LED warning lights embedded into the pavement that are visible to approaching motorists up to 1,000 feet in advance of the crosswalk.

The Automatic Activation Bollard "gateway" detection system was invented by the company in the early 90’s to provide the additional safety benefits that a lighted crosswalk system offers to the 67% of pedestrians who did not use the push button to activate the lights. (Whitlock & Weinberger, April 1998, page 32). Using the Automatic Activation Bollard, which requires no pedestrian action aside from walking inside the bollard gateway, nearly 100% pedestrian compliance, or usage, is achieved—providing safety to 67 more pedestrians per 100.

The new T6 bollard is backwards compatible with the company’s LightStar™ 9X signal head, flashing LED signs, solar, controllers, and other wireless ITS systems—but offers its fullest capabilities to customers using the complete Smart Crosswalk™ in-roadway warning light (IRWL) system with flashing pedestrian LED signs.

"Cities, schools and municipalities need a proven method to tackle the problems that distracted driving and lack of drivers’ awareness of crosswalks has on pedestrian safety," says LightGuard President Michael Harrison. "We have a solution. Smart Crosswalk™ alerts motorists, in real-time, of pedestrians inside a crosswalk."
LightGuard’s products can be customized to fit any uncontrolled marked crosswalks, crosswalks marked with pedestrian, school or trail crossing signs, at locations such as:

- Urban mid-block crosswalks
- Greenways
- School zones
- Trail crossings
- Intersections with through lanes on major legs
- Public parking garages
- Multi-lane crosswalks
- Corporate campuses
- University campus crosswalks
- Airports
- Roundabouts
- Public transit stations

"We want city and school leaders to know that technology can support their goals, whether they are in public safety, reaching Vision Zero, creating a more walkable community, or avoiding a potential liability at an accident-prone crosswalk," says LightGuard President Michael Harrison.

About LightGuard Systems®
For twenty-five years, LightGuard Systems’—pioneers in traffic safety and inventors of lighted crosswalk systems—has helped cities, municipalities, schools, traffic safety and transportation engineers build safer crossing environments for pedestrians, students, employees, the elderly and disabled. Customers choose LightGuard for its easy-to-install, robust, reliable and cutting-edge-technology systems, better pedestrian safety outcomes, and a safer, more effective public safety traffic calming method. In a study conducted by Whitlock & Weinberger Transportation Inc., April 1998, LightGuard’s systems increased driver yield rates to pedestrians from 20 percent to 95 percent in the evening.

LightGuard’s solutions include:
- Lighted safety systems for crosswalk and pedestrian crossings
- Automatic activation and manual push button devices that trigger a lighted crosswalk warning system’s blinking lights
- System controllers, data collection, storage and management devices
- Flashing LED pedestrian, stop, yield, school zone and other signs
- Flashing LED Sign and Rapid Rectangular Flashing Beacon (RRFB) systems

History of Smart Crosswalk™
In 1991, LightGuard’s President, Michael Harrison conceived the idea of a pedestrian crosswalk warning system after a close friend was involved in a fatal crosswalk crash. After several years of research and development, the first ever lighted crosswalk system was created. In 1999, LightGuard presented its technology to the Federal MUTCD Marker and Signals Committees, recommending amendments to the existing MUTCD manual. After both committees approved the recommendations, the FHWA made the
final decision on the language and inclusion of in-roadway warning lights at crosswalks into the Millennium Edition of the Federal MUTCD. (See: MUTCD Section 4N). LightGuard Systems® in-roadway warning lights (AKA lighted crosswalks), are now a recognized traffic calming standard in the U.S. LightGuard Systems holds multiple design and utility patents and is based in Santa Rosa, California.

References
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