

3M Traffic Safety Systems
3M™ Driver Feedback Sign DFS 700



Reducing speeds
Saving lives





Meeting targets on road death reduction

At 3M, we're committed to providing technical solutions to help road safety engineers meet their professional obligations to improve road safety, and to reach the UK road safety targets by 2010.

In fact, we've devoted more than 70 years of research and development into this challenge. We've developed highly reflective signing materials, road markings and vehicle conspicuity products that are making a real contribution to improving road safety every day. The 3M™ Driver Feedback Sign DFS 700 is the latest development in this long tradition.

Designed for areas with high pedestrian activity where safety is an issue, the DFS 700 encourages drivers to reduce their speeds and helps protect all road users and pedestrians. It also provides valuable reporting data to help you monitor its impact, and to demonstrate that targets are being met.

Saving lives, saving money

Because drivers interpret the warning from a DFS 700 as protecting their own safety, as well as exposing the fact that they are speeding, it's a highly persuasive means of getting drivers to slow down which helps to reduce accidents and save lives. The DFS 700 will provide you with hard evidence to show the public and your colleagues that effective measures have been taken to improve road safety. It's an ideal tool for conducting before and after studies of traffic speeds. The data will also help you decide where further speed restrictions should be set, whether by use of driver feedback signs or other traffic calming measures.



The most effective way to reduce traffic speeds

Experts agree that high traffic speeds are the single most important factor affecting the number and severity of road accidents. And they also agree that driver feedback signs are the most cost effective and reliable way to make drivers slow down*.

The DFS 700 is a high specification, low cost, easy to install solution to traffic calming that will help you to

- Protect vulnerable road users
- Meet road safety targets
- Improve the safety of your local community
- Raise awareness of safety needs and reduce speed
- Gain driver support for speed reduction
- Justify investment in road safety measures

LED display

- Minimum setting prevents display being triggered by pedestrians and cyclists
- Maximum setting avoids deliberate speeding
- Display can be set for specified periods (e.g. weekdays, rush hours) to save on energy costs
- Display can be set to show posted speed limit only
- Visible for up to 100 metres and in all light conditions
- Sensitive and accurate microwave detector gives reliable readings
- Flashing option available for extra impact
- Multicolour 3 stage warning display

*DFS survey of more than 100 traffic engineers, police officers and safety professionals in the US.

Diamond Grade DG³ Signface

- High visibility 3M™ Diamond Grade™ Reflective Sheeting provides optimum performance in daylight, darkness and in all weather conditions
- Permits display of additional permanent messages

Lightweight, tough construction

- Can be easily installed by one person
- The closed design ensures protection against rain, moisture and dirt
- Low maintenance and long lifetime
- Portable and permanent options for use in any location

Set-up and datalogging

- Easy to use set-up procedure
- Configure or download data on-site or from your office (via GSM modem, optional extra)
- Windows based data analysis software provided free of charge
- Sends self-diagnostic SMS messages to warn when battery low and memory full (via GSM modem, optional extra)

Speed Data Analysis

- Measure traffic volume and speed at a location
- Create overview tables and graphical charts with just a few mouse clicks
- Create before & after studies to determine speed reduction effectiveness of DFS

3M support

- Full range of accessories and replacement products available (e.g. batteries, GSM/GPRS modem)
- Consultation and public education support
- Maintenance support
- Technical advice on DFS 700 and other signing issues



Highest application flexibility

Various power options:

- Mains power for fixed installations
- Solar panel and battery for semi permanent applications (optional extras)
- One or two optional 12 volt batteries for mobile applications
- Battery buffered mains power using optional charger in locations with part time mains power (e.g. street lamp)



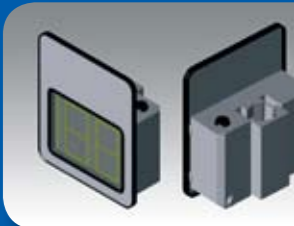
DFS unit with two batteries in mounting box



With power supply and GSM modem

Various communication options:

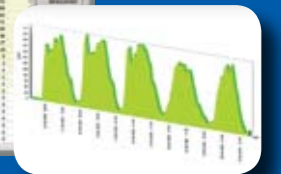
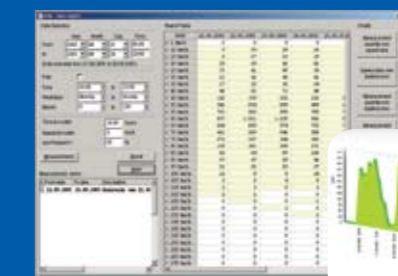
- USB cable for local data link to PC
- Bluetooth for wireless link to PC or PDA
- Optional GSM for long distance wireless data connection from your office



Unit with mounting box, standard product



DFS 700 Software for speed data analysis





13 Segments vs. 7 Segments

13 segment digits for clearer numbers compared to the usual 7 segment digits.



13 Segments



7 Segments

Technical Data (extract)

Dimensions & Weight	660 x 770 x 110 mm (w x h x d), 8.5 kg
Operating Voltage	11.3 V – 15.0 V
Power Supply Unit	Input 100 V – 240 V AC (protection class 1), Output 12 V / 100 W, IP 55
Battery Standby Time	Approx. 850 hours using one fully charged 12 volt battery
Display	330 mm high, 450 mm wide, 13 segments
Data Memory	1 MB non-volatile flash memory, 100,000 data entries
Radar Frequency	24.15 GHz – 24.25 GHz
Radar Power	20 dBm, 100 mW e.i.r.p.
Radar Detection Range	Approximately 100 metres for avg. 4-seat car
GSM Modem	Wavecom 900 MHz / 1800 MHz

DFS 700 CE Certification

Conforms to the following directives:

- 99/5/EC R&TTE Directive
- 89/336/EEC EMC Directive
- 73/23/EEC Low Voltage Directive
- 99/519/EC EMF Recommendation

Conforms to the following EU standards:

- EN 50293
- EN 300 440-2
- EN 60950 / EN 60215
- EN 301 489-3 / 301 489-7 / 301 489-17
- EN 50392
- EN 300 328
- EN 301 511



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