



Friday, March 16, 2018

Re: Exclusively with All Traffic Solutions' products

The Shield™ radar speed display, SpeedAlert™ radar message sign and the instALERT® variable message sign are proprietary products solely engineered and manufactured by Intuitive Control Systems, LLC, the parent company of All Traffic Solutions. All Traffic Solutions products are manufactured within the United States using domestic labor and components.

In 2013, All Traffic Solutions was awarded US Patent 8,417,442 for the web-based data reporting (TraffiCloud, formerly SmartApps) which allows users to access data collected remotely and generate reports.

*****All other sign vendors offering this, or similar remote web-based data collection are in direct violation of All Traffic Solutions Patents. *****

Our exceptional solutions include the following:

- • Internet Connectivity (standard): All Traffic Solutions exclusively includes wireless communication capability as a standard feature in all equipment.
- Cloud-Synchronized (standard): Web access to our hosted service allows users to manage any and all of their traffic-related devices in a single ecosystem. All devices automatically upload and consolidate collected traffic data onto this platform generating real-time reports.
- • Web-based Apps (standard): Browser-based software interface automatically updates to the most current, feature-rich firmware at no charge.
- • Mounting (standard): Our 12", 15" and 18" signs all utilize a standardized mounting configuration to suit any power source, whether temporary or permanent installations.
- • Equipment Construction: All Traffic Solutions leads the industry by designing and manufacturing the lightest, most ruggedized equipment. Durable in extreme environments, all equipment functions reliably lasting years. The Shield 12", 15", and 18" signs weigh 12, 18, and 29 lbs. respectively. The InstALERT and SpeedALERT 24" signs weigh only 43 lbs, and are the only folding signs in the market. Easy to mount anywhere, including vehicles.
- • Extended battery life (standard): Internal Lithium-based batteries will add as little as 2.5 lbs. with one 12Ah or 8 lbs. with two 16Ah batteries. All batteries are uniquely sized to fit the interior compartments of the signs and include connections required to power All Traffic Solutions equipment.

- • TrafficCloud™ services: Include, but are not limited to the following, customizable reports from a variety of sensor data sources, Drive Times, Parking Availability, GPS mapping, Wrong Way Detection Systems, Work Zone, School Zone, Freight management solutions, and more.

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ALL TRAFFIC
SOLUTIONS



- Perpetual Warranty: On-going standard warranty remains in effect as long as the TrafficCloud services are active.

We look forward to building a partnership with you by implementing meaningful solutions today, and future-proof strategies beyond.

Please direct further inquiries to my attention (Toll Free) +1 (866) 366-6602, ext. 310 or by email at mwicklein@alltrafficsolutions.com

Sincerely,

A handwritten signature in black ink that reads "Max Wicklein". The signature is written in a cursive style and is underlined with a long, horizontal stroke.

Max Wicklein
Inside Sales Representative

A sign of the future™

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