



For Immediate Release
Feb. 14, 2003

CONTACT: James Scott Baron
(540) 368-1701, X113
jimb@atssa.com

ATSSA 2003 Innovation Awards Presented in New Orleans

Fredericksburg, Va. – The American Traffic Safety Services Association (ATSSA) selected three winners for 2003 Innovation Awards from a field of 36 eligible exhibitors. The winners were selected during the association's 33rd Annual Convention and Traffic Expo in New Orleans that concluded Feb. 4. The award winners were:

1st Place	Worldwide Safety LLC (Cone Shooter System)
2nd Place	JSF Technologies (Active Beacon)
3rd Place	United Rentals Highway Technologies/Industrial Automation Supply (RAM CSR 3000)

"ATSSA member companies who participated in both the New Products Press Conference and the New Products Showcase (in New Orleans) were automatically eligible for these awards," said ATSSA's Director of Meetings and Conventions Melanie Myers.

The panel of judges consisted of public officials Greg Schertz (Federal Highway Administration), Jon Jackels (Minn.-DOT), and Mike Evan (Jefferson Parrish, La.). The judges visited the eligible 36 booths on the show floor and judged each product or service based on three criteria – the product addresses a known safety problem, cost effectiveness and potential for saving lives.

The first place winner was Sacramento, Calif. based Worldwide Safety LLC's "*Cone Shooter System*" that automatically deploys up to seven collapsible cones from a moving vehicle. The device is ideal for emergency vehicles or other service vehicles involved in short-term roadway or utility operations.

The second place winner was Victoria, British Columbia based JSF Technologies' "Active Beacon." This device is a post-mounted, flashing beacon system that alerts motorists to pedestrians using a crosswalk. The unit is activated using a conventional push button and flashes for a pre-set time. It is solar powered and uses a wireless transceiver to activate the signal, eliminating costly trenching and electrical wiring.

The third place winner was Fargo, N.D. based Industrial Automation Supply's "*RAM CSR 3000*." This cone-deploying device reduces the risk of injuries to employees by keeping them off the pavement. The device reduces the repetitious motions of lifting cones and minimizes back injuries while automatically setting and retrieving cones.

On the web:

Cone Shooter System - www.worldwide-safety.com
Active Beacon - www.jsftechnologies.com
RAM CSR 3000 - www.ias-supply.com

###