



Press Release

November 2, 2015
Lieutenant Michael Horn
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Town of Paradise Valley Introducing Intelligent Collision Prevention System

*Redflexred® Halo to be active at Lincoln Drive and Tatum Boulevard on November 2, 2015
Technology designed to protect innocent road users from red-light runners*

PARADISE VALLEY, Arizona - (November, 2015) –The Town of Paradise Valley became the first municipality in the state to implement an intelligent collision prevention technology that’s designed to protect drivers, pedestrians and other road users from motorists who run red lights.

At the intersection of Lincoln Drive and Tatum Boulevard, Redflexred® Halo will augment the existing photo radar system that detects red-light running and speeding incidents. In addition to capturing evidence of incidents, Halo extends the all-red phase for cross-traffic when it detects a vehicle could run a red light. Law-abiding drivers in cross-traffic lanes stay put while the incident is captured on camera, greatly reducing the chances a deadly situation could occur.

“Red-light running leads to broadside, or “T-bone” crashes, which are the deadliest types of crashes on our roadways,” said Lt. Michael Horn. “We’ve made great strides over the years in reducing red-light running, but some drivers still do not heed the deterrents. This technology will help ensure the safety of law-abiding drivers while still holding violators accountable.”

Halo will monitor drivers heading eastbound and westbound on Lincoln Drive.

Halo is manufactured and provided by Redflex Traffic Systems, Inc., a North American leader in road safety technology. It has operated the Town’s photo radar program since 2001.

“Paradise Valley has been an innovator in photo enforcement for many years,” said Redflex CEO Michael Finn. “We applaud their efforts to introduce this life-saving technology, and we’re confident the public will be safer as a result.”

Paradise Valley uses photo radar to detect and deter red-light running at 5 intersections throughout the Town. It also uses fixed and mobile photo radar systems to monitor speeding.

Visit <http://www.ci.paradise-valley.az.us/153/Photo-Radar> for more information about Paradise Valley’s photo radar program.