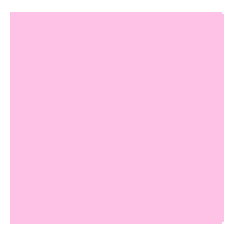




PAIN

fears
frustrations
obstacles



GAIN

"wants" / needs
measures of success
obstacles



Increase in the less-adequate roads to avoid traffic signs

Failure of signal due to electric power failure or any other cause causes confusion to road users

Drivers will feel frustrated when there will be incompatible speed limit on the sign board.

Excessive delay to vehicle may be caused in off-peak hour.

The vehicles going through the traffic areas are diverted to other road.

Opportunity to save lives through static sign boards

Device monitored by every moment and accident should be identified easily

Not only speed limits but also the directions will be shown.