EMC SAFETY & BRIGHTNESS

DIGITAL SIGNS HAVE ECONOMIC BENEFITS, BUT MUNICIPALITIES MAY HAVE QUESTIONS. HERE ARE SOME ANSWERS.

Electronic Message Centers (EMCs) communicate dynamically in ways static signage cannot. The economic benefits of EMCs in high-traffic locations are quantifiable and usually cost-justifiable as drivers of business growth. Yet in spite of digital signage's ability to drive sales tax receipts, municipalities may wish to consider EMC traffic safety and brightness levels. This document introduces relevant academic research and other resources designed to assist the evaluation and approval process of on-premise digital signs. If done correctly, EMC's can serve communities well.

Researchers at Texas A&M University undertook a large-scale, statistical study of traffic safety and on-premise EMCs. The study demonstrated no correlation between EMC usage and increased driver distraction. See below.

The International Sign Association (ISA) recommends measurement of nighttime brightness levels with a foot candle meter and a luminance of .3 foot candles over ambient light as a guideline for responsible operation. Field tests are easy to perform. The ISA report offers extensive research and examples from across the country. See below.

KNOWING THE FACTS CAN LEAD TO WELL-INFORMED DECISIONS. CLICK BELOW TO DOWNLOAD EITHER RESOURCE.

TEXAS A&M UNIVERSITY

Statistical Analysis of the Relationship between On-Premise Digital Signage and Traffic Safety

READ THE FULL STUDY

INTERNATIONAL SIGN ASSOCIATION

Recommended Night-time Brightness Levels for On-Premise Electronic Message Centers

READ THE FULL STUDY

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