A Variable Message Display (VMD) solution is recognised as a rugged outdoor medium to display notices, messages, and advertising.

Variable Messaging Display Systems

VMD Traffic offers a full range of Variable Message Signs. As centralized traffic flow management tools, VMD Traffic Variable Message Signs provide real-time information on traffic conditions to warn road users, optimizing route selection decisions and enhancing road safety. BioVMD Traffic range of Variable Message Signs is the right answer for roads, highways, and city street applications.

Solution Benefits

**User-friendly software**

- Fully Programmable with different presentation modes
- Various font and character height options
- Simple graphics and animations
- Current time display
- Temperature sensor to display current temperature
- Scheduling software
- Event countdown feature
- Messages can be changed instantly from PC on site or a remote location via wireless links or through the Internet

**VMD is an out-of-the-box solution for Variable Messaging Displays which provides:**

- Information about convenient routes to be followed when large volumes of traffic are likely to be attracted to:
  - A sporting event;
  - An exhibition;
  - Or any other public gathering
- Information about diversions or alternative routes
- Information about the availability of new routes or destinations
- Information about changes in route numbers
- Warnings or information about a civil emergency or the prospect of a civil emergency.
- Warnings about, or information on how to avoid, any temporary hazards caused by –
  a) Work being executed on or near a road
  b) Adverse weather conditions or other natural causes
  c) The failure of street lighting or malfunction of any other equipment etc. used in connection with the road or situated on or near it
  d) Damage to the road itself.
  e) Requests by the police for information in connection with road traffic accidents.
Operator Facilities

The control system and the control application There are two ways to manage the Variable Message Sign displays linked to a centralized traffic management system:

- From a control station using management software dedicated to the application in operation. This system can also include other devices (data collection stations, directional lane signs, variable speed limit signs, etc.).
- Using an MMI graphical user interface that can handle communication between an existing traffic supervision and the Variable Message Sign systems.

Connectivity and Integration

IP Based Interface with GPRS or Ethernet. Integration with Smart City Operations Center and service providers for offering G2C and B2C services

Software

VMD Software is a powerful software tool to remotely manage all types of traffic management Variable Message Signs. Developed using a WINDOWS platform, this offers the perfect environment to operators who wish to control or drive all field equipment using an adaptive graphical user interface.