

SRL-SM | DISPLAY SPEED SIGNAL

# DISPLAY & PSYCHOLOGICAL SPEED SIGNS & CHANGE

CASE STUDY



**HUMAN BEHAVIOR IS INTRANSIGENT.  
PEOPLE DON'T CHANGE THEIR  
BEHAVIOR, EVEN BEHAVIOR THAT  
THEY WANT TO CHANGE, EASILY.  
IT'S NO DIFFERENT WHEN IT COMES  
TO DRIVING BEHAVIOR.**



**CASE STUDY** 

 **SERNIS**



**POLICE DEPARTMENTS FIND  
SPEEDING AND  
TRAFFIC SAFETY TO  
BE TOP CONCERNS.**

 CASE STUDY 

 **SERNIS**

**SERNIS DEVELOPED  
SRL-SM TO SLOW CARS  
DOWN BY MAKING DRIVERS  
AWARE WHEN THEY ARE  
DRIVING AT UNSAFE SPEEDS.**



**CASE STUDY** 

 **SERNIS**





**SRL-SM IS A SOLAR POWERED\*  
SPEED METER SYSTEM  
DEVELOPED TO INFORM  
DRIVERS OF THEIRS ACTUAL  
SPEED. IT HAVE A CW DOPPLER  
RADAR THAT DETECTS VEHICLES  
UP TO 199KM/H. HAS A RANGE  
OF DETECTION UP TO 180  
METERS AND CAN DETECT  
MULTIPLE VEHICLES AS WELL.**

\*Electric power is also available

CASE STUDY

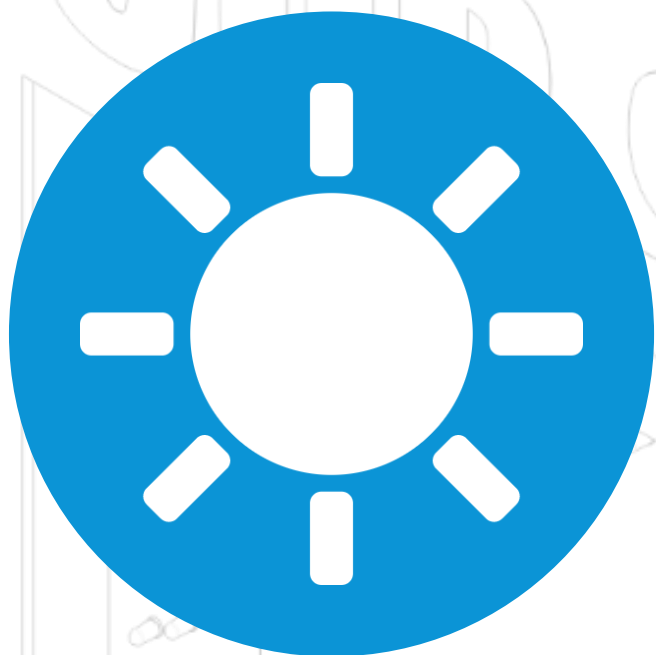




## THE SYSTEM HAS AN INTERFACE COMMAND TO ADJUST EASILY SOME CONFIGURATIONS:

- **MINIMUM AND MAXIMUM  
DETECTION SPEED**
- **BRIGHTNESS FOR DAY AND  
NIGHT**
- **VISUALIZATION TIME**
- **NIGHT DETECTION**

CASE STUDY 



**SRL-SM CAN HAVE TWO OR THREE DIGITS OF 25 OR 30CM HEIGHT\* WITH HIGH BRIGHT LED'S, AND ITS LARGE DISPLAY IS VISIBLE AT GREAT DISTANCE. IT HAS A SPECIAL DESIGNED PROTECTION MASK FOR EXCELLENT VISIBILITY EVEN UNDER DIRECT SUNLIGHT.**

\*Can be customized

CASE STUDY





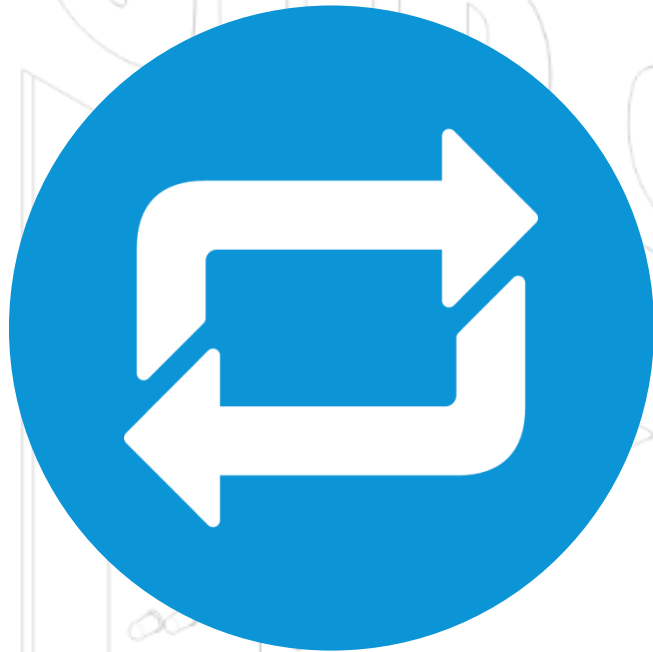
WE WANT TO SHOW YOU  
HOW SRL-SM CAN EFFECT  
PROFOUND PSYCHOLOGICAL  
CHANGE.

**PSYCHOLOGISTS  
CALL THIS THEORY  
FEEDBACK LOOPS.**

CASE STUDY 

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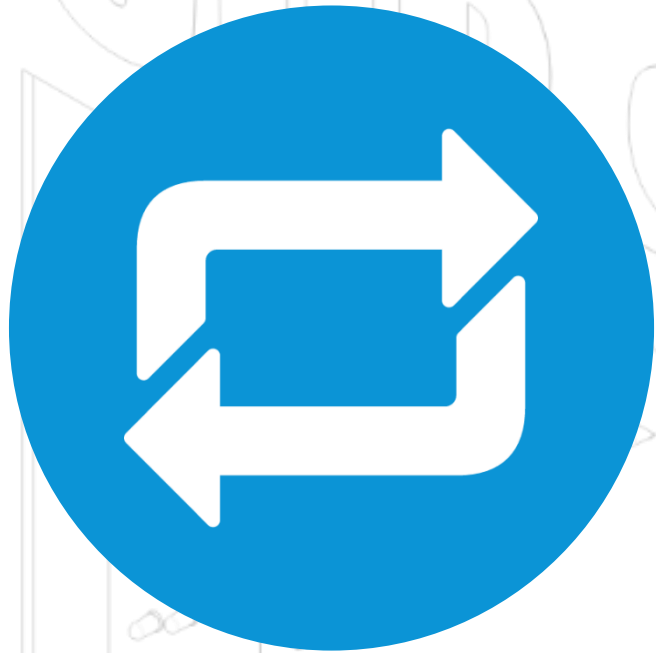


WIRED MAGAZINE CALLED  
FEEDBACK LOOPS

**“THE MOST  
PROMISSING TOOL  
FOR BEHAVIORAL  
CHANGE” .**

CASE STUDY

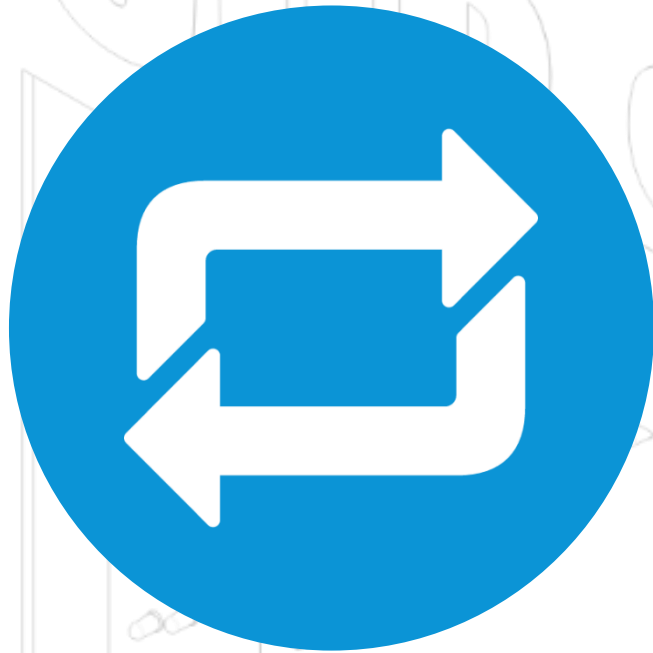




# WHAT IS FEEDBACK LOOP? HOW IT WORKS?

CASE STUDY





# FEEDBACK LOOP

IS THE CASUAL PATH THAT LEADS FROM THE INITIAL GENERATION OF THE FEEDBACK SIGNAL TO THE SUBSEQUENT MODIFICATION OF THE EVENT.

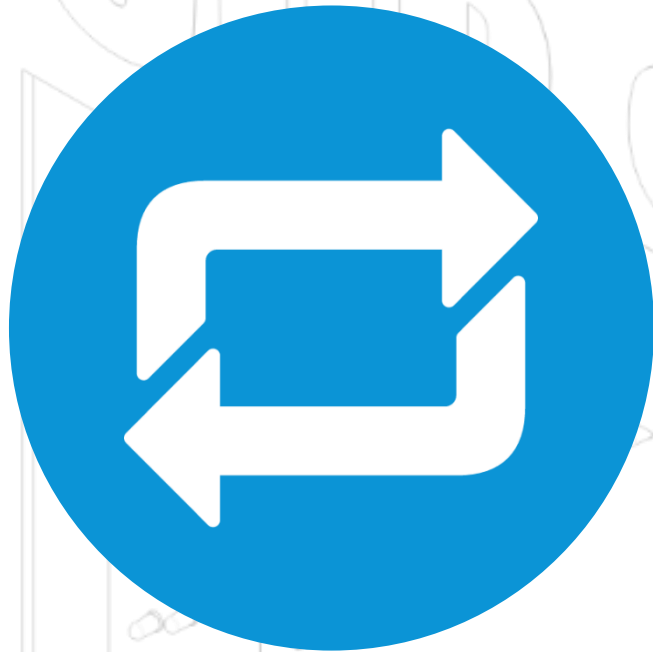
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**IN OTHER WORDS,  
WHEN YOU TELL PEOPLE HOW  
THEY'RE DOING, THEY TEND  
TO IMPROVE WHAT THEY'RE  
DOING.**

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## HOW FEEDBACK LOOPS WORK

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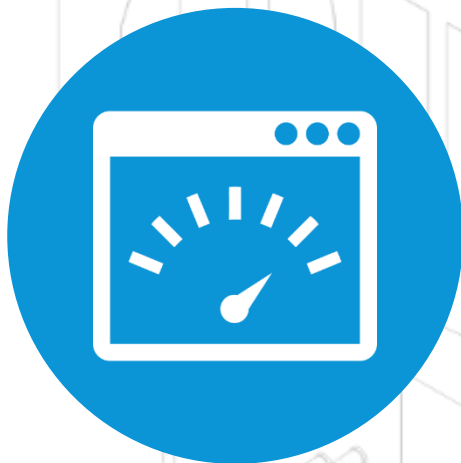
It seems strange. We already know how we're doing don't we? We can just look at our speedometers and see our driving speed. But what successful feedback loops tell us is that when people are confronted by an outside source notifying them of their behavior, they tend to take note and change.

CASE STUDY





# FOUR MAIN COMPONENTS OF FEEDBACK LOOPS



## THE EVIDENCE

Data presented to drivers -  
their speed



## THE RELEVANCE

Actual speed limit  
presented to contrast the  
driver's speed



## THE CONSEQUENCE

The brain will remind the  
driver of the consequences  
of speeding, such as traffic  
tickets and increase chance  
of collision



## THE ACTION

Drivers slow an average of  
10%, usually for several  
miles

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## DISPLAY SPEED SIGNS ENCOURAGE ONGOING GOOD HABITS

Feedback loops, such as display speed signs, are particularly compelling because they have been shown not only to limit negative behaviors such as speeding but to encourage ongoing good habits as well.

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# SRL-SM

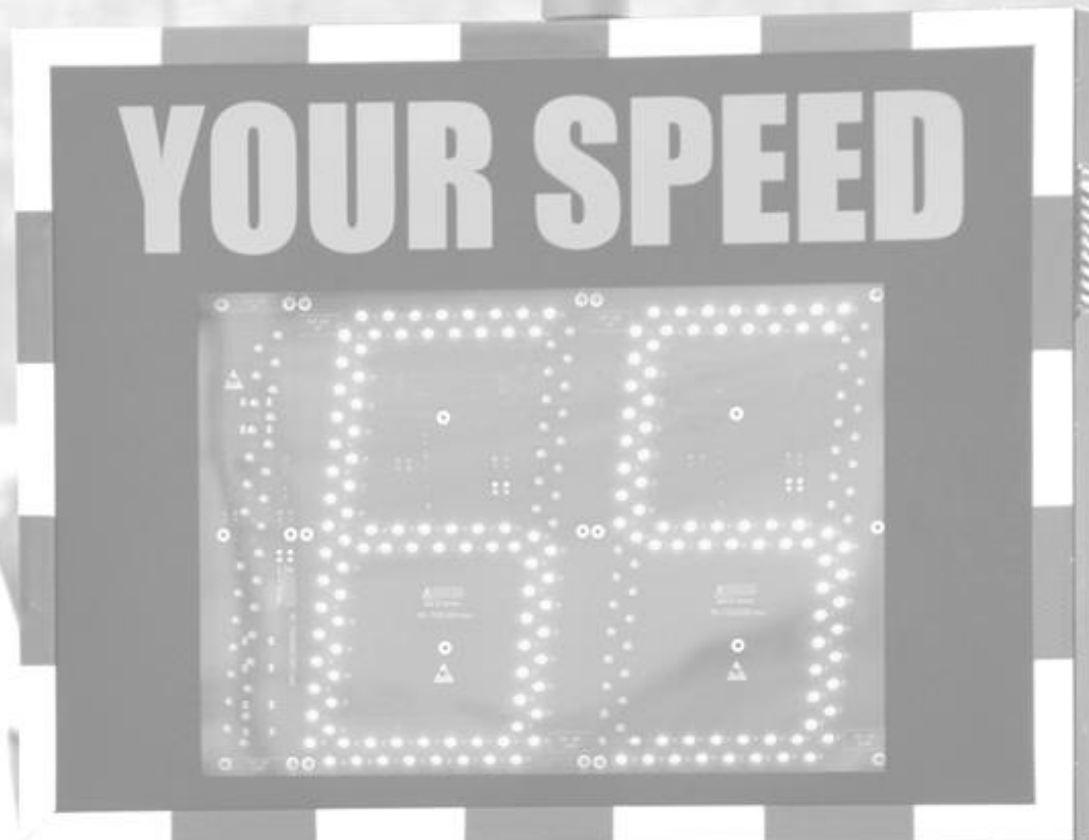
FROM SERNIS IS, IN FACT,  
CHANGING THE WAY MOTORISTS  
DRIVE ON YOUR STREETS.

If you need more information,  
please contact us:

[sernis@sernis.com](mailto:sernis@sernis.com)

+351 253 300 440

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