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FOR IMMEDIATE RELEASE:

AMERICAN TRAFFIC SOLUTIONS INTRODUCES CrossingGuard® SCHOOL BUS STOP ARM VIOLATION ENFORCEMENT SYSTEM

SCOTTSDALE, Ariz. (October 24, 2011) – In conjunction with the [National Association for Pupil Transportation \(NAPT\) Conference](#) in Cincinnati, OH, October 22 – 27, 2011, American Traffic Solutions (ATS), the country's leader in road safety camera technology, is pleased to announce its latest innovation, the CrossingGuard® School Bus Stop Arm Violation Enforcement System.

Each day, thousands of motorists across the country disregard school bus stop arms, illegally passing a stopped school bus and putting children in serious danger.

"With roughly 26 million children riding school buses each day, CrossingGuard® is a valuable tool for school districts, bus drivers and local law enforcement to use to deter these violations and ensure child safety," said James Tuton, ATS president and CEO. "This new technology service was in direct response to customer needs and requirements for an automated, accurate and robust solution for detecting and enforcing these dangerous violations which threaten the safety of our children."

Designed to monitor and enforce traffic around a stopped school bus, the CrossingGuard® system consists of high-resolution cameras mounted to the front and rear driver's side of a school bus. When the school bus extends its stop arm, the system automatically detects if a vehicle passes the stopped school bus within the enforced zone. To allow the bus driver to stay focused on the road and the children on the bus, the CrossingGuard® system does not require any action by the bus driver to activate the system. High-quality violation images of a vehicle's license plate and a video that captures the entire violation event provide law enforcement the evidence they need to effectively prosecute these violations.

The CrossingGuard® system enables school districts to meet the growing concerns from parents, PTA's and the community. To date, this support has resulted in passage of school bus stop arm violation enabling legislation in seven states.

"Road safety cameras nationwide have helped make our roads safer by reducing red-light running and speeding," said Tuton. "CrossingGuard® can have the same impact protecting the lives of the children who ride a school bus to and from school every day."

ATS representatives will be on hand at the annual [National Association for Pupil Transportation \(NAPT\) Conference](#) in Cincinnati, OH, October 22 – 27, 2011, to answer questions about the CrossingGuard® School Bus Stop Arm Enforcement System.

About American Traffic Solutions:

ATS is proud to be the market leader in road safety camera installations in North America. ATS has more than 3,000 installed red-light and speed safety cameras serving more than 30 million people.



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ATS is the largest road safety camera program service provider in North America with awards or contracts with nearly 300 local jurisdictions in 21 states and DC., including: Fort Worth, Kansas City, Memphis, Nassau County (N.Y.), New York City, Orlando, Philadelphia, Seattle, St. Louis and more. ATS also offers PlatePass, an automated electronic toll payment service that enables rental vehicle customers to use high-speed, cashless electronic toll lanes. For more information, please visit: www.atsol.com or www.PlatePass.com.

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