

ELECTRONIC MESSAGE CENTERS & DIGITAL BILLBOARDS SAFETY AT A GLANCE

SAFETY OF ELECTRONIC MESSAGE CENTERS AND DIGITAL BILLBOARDS

LED Signs have been studied for more than 30 years and have never been found to be hazardous.

- FHWA: 1980, 2001, 2009, 2012
- Virginia Tech: 2007
- Tantara Associates: 2007-2010
- Texas A&M: 2012 (deals exclusively with on-premise signs)

What the studies tell us

- Drivers DID NOT glance more frequently at digital signs than at other "event" types.
- The glance times at digital signs were far less than what is considered the threshold for traffic safety concerns.
- Glances at digital signs were about 0.5 seconds.
- Glances over two seconds significantly increase the possibility for traffic accidents.
- Texting glance durations are 4.6 seconds during a 6 second period.



*** According to the National Highway Traffic Safety Administration (NHTSA), safety concerns arise when a driver's eyes are diverted from the roadway by glances that continue for more than 2 seconds.

What does the federal government say?

The Federal Highway Administration study released a December 2013 study about eye glances at digital billboards in Reading, PA, and Richmond, VA. Key Information:

- Longest glance time recorded was 1.35 seconds (well below accepted standard of 2 seconds).
- Average glance is less than a second (.379 seconds).
- Quote from study: "The present data suggest that the drivers in this study directed the majority of their visual attention to areas of the roadway that were relevant to the task at hand (i.e., the driving task)." (pg. 55)