

# LaserAid<sup>®</sup>

Safe Roads for a Safer Future



Approved by



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**NO MORE VICTIMS ON THE ROADS**

# Traffic Injuries Cost More Than Just Lives

Road Injuries Cost (2018): USA **342 B USD** – EU **219 B EUR**

A pedestrian die every 90 seconds!



Fog

**27,000**

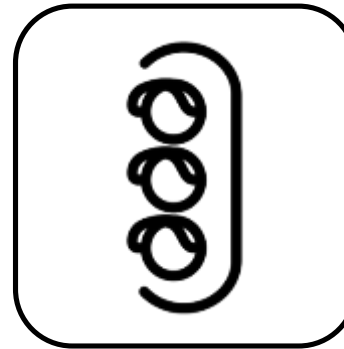
Injured  
2017 (USA)



Crosswalks

**257,000**

Injured  
**6,000 deceased**  
2016 (USA)



Traffic Lights



Station Platforms



Trend of injuries is increasing

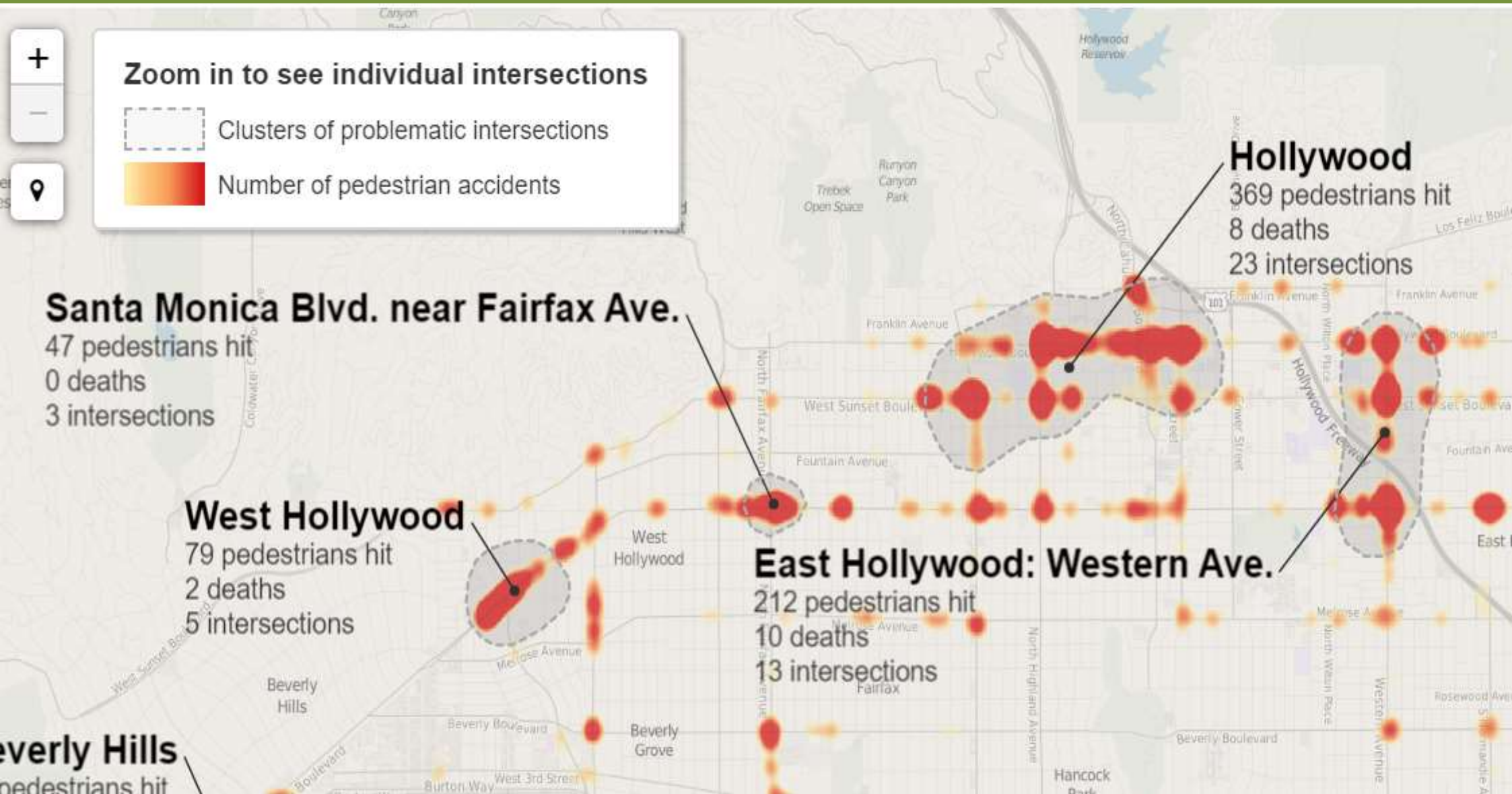


source: cdc.gov – ansa.i



**We can HELP this**

# Traffic Injuries Cost More Than Just Lives – 2017 Data



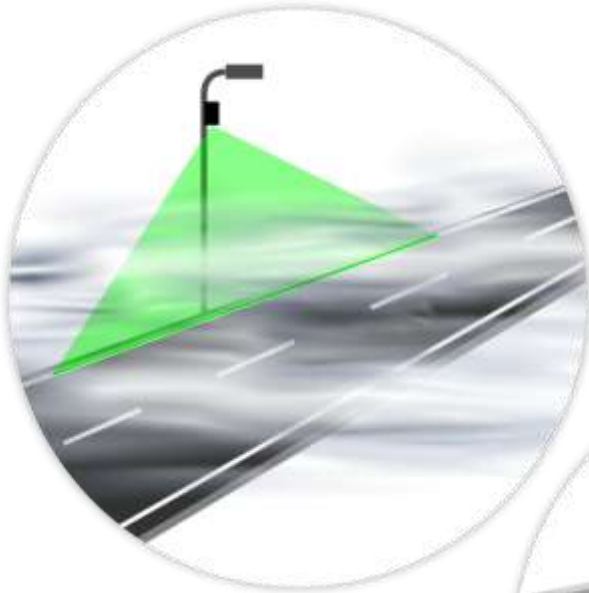
The late night and early morning collisions often were the most serious. “All fatal collisions and 40% of collisions resulting in a severe injury occurred between 9 p.m. and 6 a.m.”

<https://graphics.latimes.com/la-pedestrians/>



# LaserAid: Family of Products

EdgePlus™ / Edge™



Road  
Edges



Guard Rail  
New Jersey

Actalux™ / W-Rail™



Crosswalk



Train Station  
Platform

# **Reducing Costs**

## **Saving Lives**

### **Government and Companies:**

- Reduce Accident Costs
- Reduce Injuries and Disasters
- Use Technology to Save Lives-

Investments in Road Safety Saves Lives

# EdgePlus™

LASER ANTI FOG SYSTEM

LaserAid EdgePlus™ is the first Laser Signaling System developed to avoid disaster in the thick fog.

**Applications:** Roads • Highways • Ports • Marinas • Roundabouts  
• Tunnels • docks (road, railway, port) • Airport • Safety Channeling

Driving in the Fog

**EdgePlus™**

LASER ANTI FOG SYSTEM

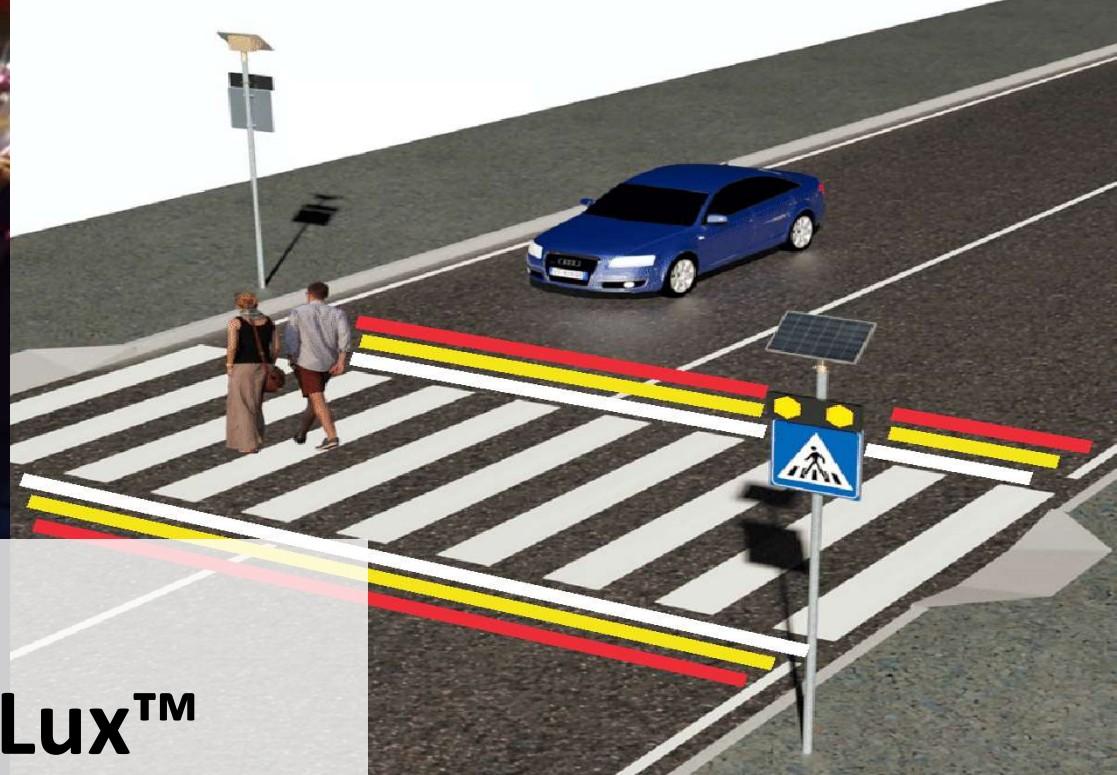


Our SMART System switches-on

**EdgePlus™**

LASER ANTI FOG SYSTEM





**ActaLux™**

FLOOR LASER-BAND

LaserAid ActaLux™ is highly resistant to road stresses, for up to 5 years.

**Applications:** Crosswalk • junctions • Traffic lights • Road lanes • Roundabouts • Tunnels • docks (road, railway, port) • architectural works (civil and industrial) • safety channeling • tanks and pools

**MORE EASY, CHEAP AND FAST TO INSTALL THEN LED's**





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**LaserAid ActaLux™**





LaserAid ActaLux™





# LaserAid: System Architecture

## LaserAid Optional Services

Data Processing:

Sensing

Tracking

Motion detection

Meteo analysis

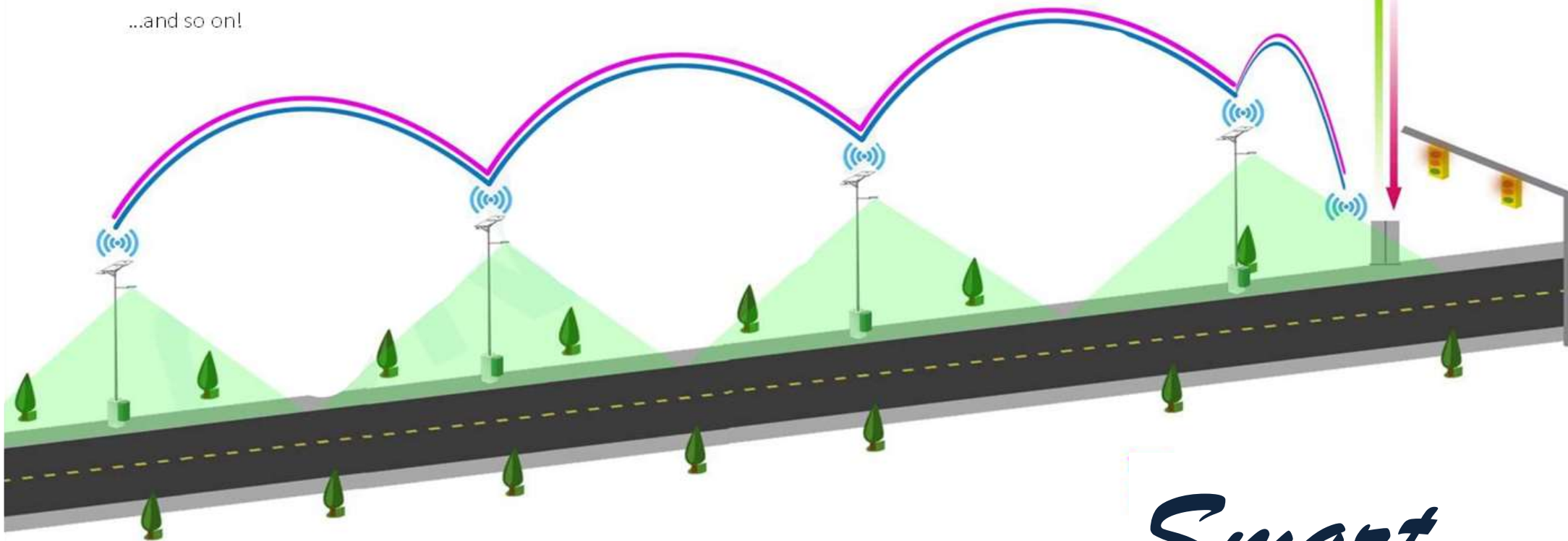


...and so on!

LaserAid DataCenter



IoT WAN Connection



Internet of Things and AI for a...

*Smart*  
**Road**

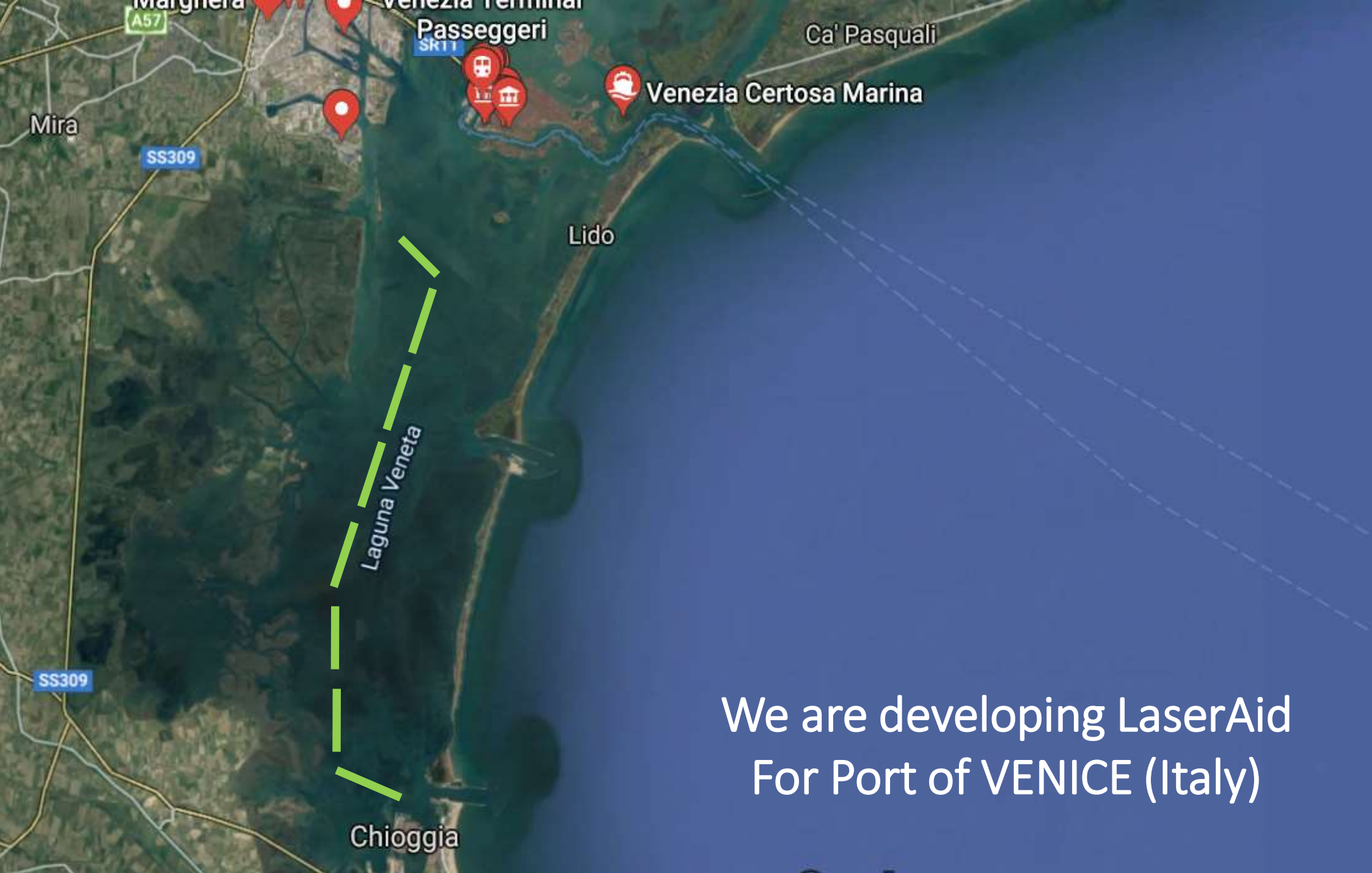


**Riardo (IT)**



**Sofia (BG)**





We are developing LaserAid  
For Port of VENICE (Italy)



# W-RAIL™

STATION PLATFORMS LASER SYSTEM





# SPECIAL AWARDS

LaserAid won the “Consumer Safety Award for Road Safety 2017”



# PRESS MENTIONS TO DATE

CODACONS



euro  
news.

HD  
MOTORI.it

ANSA.it

IL MATTINO

Close-up  
engineering  
Vehicle

msn

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IL TUO GIORNALE È ONLINE

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il portale della Sicurezza Stradale

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Giornale Sardegna

IL MATTINO

Close-up  
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GIORNALE DI SICILIA







- THANK YOU! -

- VISIT -

[laseraid.it](http://laseraid.it)