

# Camera Solutions Make Summer Driving Safer



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**Atlanta, GA. July 25, 2011.** The summer travel season brings both opportunity and danger to communities across America. It brings opportunity in the form of millions of travelers driving to vacation destination and danger in the form of more speeders on the road. This includes out of town travelers that do not know the community or its laws.

To make matters worse, pedestrian traffic is much greater in the summer. School is out, so the streets are filled with children on bicycles and skateboards. Summer festivals, shopping, garage sales, parades, farmer's markets and other activities increase the number of people on the streets.

The number of pedestrians as the number drivers increases providing for a dangerous mix. Not surprisingly police departments are hard pressed to maintain traffic safety in such a situation. Many forces lack both the manpower and the resources to control the additional traffic.

## **Traffic Cameras are the Answer**

There is a solution available to communities in the form of portable camera systems. Traffic cameras can control speeds, increase safety and generate additional revenue for communities. Portable camera systems like those from [Optotrafic](#) enable police to catch every speeder or red light violator.

More importantly they enable police to concentrate their resources on other more important tasks such as patrolling neighborhoods and fighting crime. Officers can be out in the community interacting with citizens rather than sitting in a car behind a radar gun.

Traffic cameras can be strategically placed to protect communities in the summer. A camera can be placed at the playground or swimming pool to protect children. Cameras can also be positioned in neighborhoods to catch out of town speeders trying to evade traffic laws by driving the side streets.

[Traffic cameras](#) are particularly effective at traffic lights which are often run by visiting drivers. Many drivers now routinely ignore traffic signals which presents a danger to other drivers and pedestrians. A traffic camera can catch such reckless individuals in the act.

Summer does not need to be a nightmare for a community. Instead, communities can enjoy the extra revenue that tourists bring in without seeing their streets turned into a danger zone by out of town speeders.

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