

PUFFIN Near-Side Pedestrian Displays

3M Award



Rather
obvious to
me.

Display more
obvious - at
hand.

Face the
oncoming
traffic.



Green
Man

CROSS

Dah!



Red Man
Don't even
think about it!

With me so far?

*It doesn't get any
more
complicated!*



Innovation

Never
tested in
NZ before.

Approval
gained from
NZTA.



Easy isn't it?

The tricky bit
was measuring
the
improvement.

But we did.



So much clearer?

No confusion?



**Solves the
problem
of the
confusing
Flashing
Red Man?**

**Yep! It's
gone!**



**Innovative
blend of UK
PUFFIN
technology
with
Aust.(NZ)
gear**

**To suit NZ
practice**



RTA type
Audio
Tactile
approach
maintained



Standard
RTA Call
Box still
works



Call
cancellation
using
SmartPed
tiles



ABOVE ALL

Pedestrian compliance measured (by SCATS and remote motion detection) to be significantly improved by

>60%



PUFFIN Experience

The NZTA appointed researcher(s)
concluded . .

“This means that compliant crossings are 1.61 times more likely for the PUFFIN condition compared to the baseline condition, although this figure could vary from 1.16 to 2.24 times more likely.” (Opus 2009)

**And there is
more . . .**

**Variable
clearance
times using
UK PUFFIN
Sensors.**

**How short can
we go safely?**



UK IR
Presence
Detectors for
Call
Cancellation
fitted, but
untested yet.

No Money or
Time!



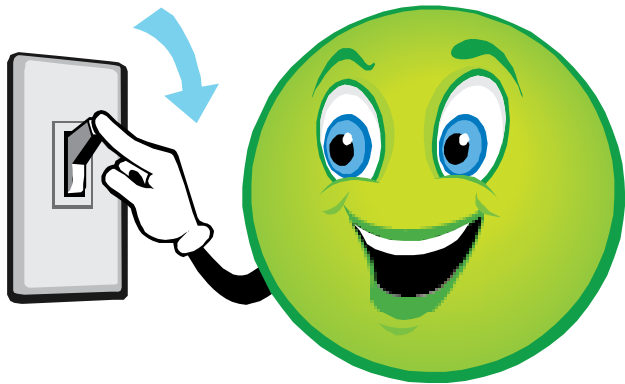
Transferable
to any mid-
block
crossing
Circa \$6K ea

HCC to roll
out 6 more,
next week



PUFFIN

Basically as intuitive as a light switch!



PUFFIN Success

It proves to be remarkably intuitive,
especially to children.

*I believe that near-side displays are the
single greatest improvement to
pedestrian safety at signals since the
1976 introduction of Red Arrows.*

Wayne

PUFFIN Success Story

17 years in the making.

Once again ...