ATDM SYSTEMS
ADVANCED TRAFFIC AND DEMAND MANAGEMENT

SKYLINE
P R O D U C T S
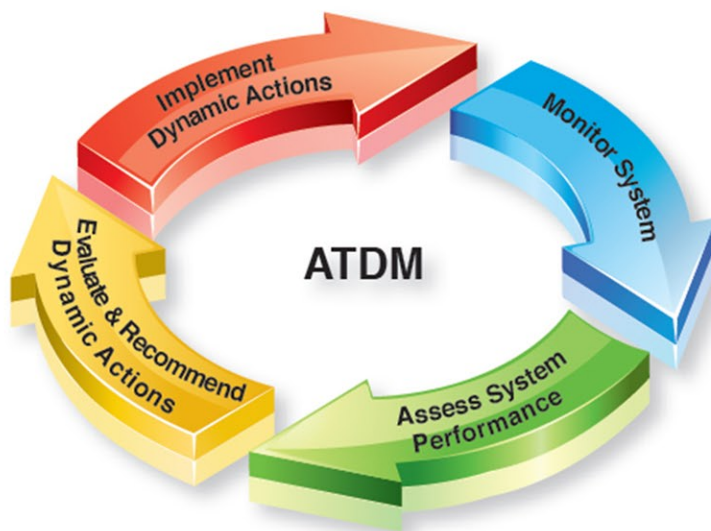*CLEAR.™ Reliable. Quality Signage.*

Skyline Products' ATDM systems can help provide more efficient and safer travel management with complete Advanced Traffic Management (ATM), Advanced Parking Management (APM), and Advanced Demand Management (ADM) systems. With the coordination of multiple solutions, such as lane use control, dynamic toll pricing, traveler information, variable speed limits, dynamically priced parking and capacity, queue warning, and much more. Transportation agencies can actively manage traffic and demand in a whole new way.

What can you gain from ATDM Systems?

- More efficient throughput
- More accurate tolling prices
- Accurate Travel Time Information
- Reduced fuel consumption and environmental costs
- Real-time road condition monitoring
- Stronger intelligent transportation system on your roadways
- Enhanced safety conditions
- More organized parking conditions

ATDM systems are a relatively new concept in travel management, bringing great value to the industry. The idea is to usefully manage data from cameras, speed sensors, car counters, Bluetooth readers and other technology in order to effectively inform motorists of up to the minute travel conditions, tolling prices, current speed limits, etc. as displayed on the Dynamic Message Signs. The goal is to minimize travel congestion, confusion and accidents through a more sophisticated system with centralized control, increasing the roadway efficiency.

ADTM systems can be made up of a variety of DMS ranging from Lane Use Signs (LUS), Travel Time Signs, Variable Tolling Signage, Variable Message Signs (VMS), and Variable Speed Limit (VSL) signs. Skyline Products can provide you with the high quality signage needed to complete your ATDM system vision.

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Active Traffic Management (ATM) is the strategy of ATDM where traffic congestion is managed based on predictive and existing traffic conditions. With ATM systems, traffic control centers use DMS, Bluetooth, scale sensors, Wi-Fi, and cameras to be able to adjust for traffic issues to encourage motorists to make informed driving decisions. ATM systems increase throughput and safety with the ability to open and close lanes quickly and efficiently, dynamically change speed limits, and inform motorists of road and weather conditions. This is all possible with variable speed limit signs, lane use signs, and dynamic message signs.

Active Demand Management (ADM) is a strategy of ATDM that focuses on the ability to influence travel behavior in real-time. ADM includes organized rideshare programs, demand pricing, on-demand transit, and predictive traveler information. Through the use of travel time signs, toll rate signs, and dynamic message signs ITS agencies are equipped with a more organized communication system that helps keep public transit on time, keeps roadways less congested, and keeps toll prices accurate.

Active Parking Management (APM) is a strategy of ATDM which gives cities and other municipalities the ability to remotely manage parking infrastructure communications in their area. This is done through the use of traffic signs, scales, cameras, and other devices. These items working together accurately portray a system that allows for updates to parking capacity status, real-time parking fees, infrastructure openings and closings, and more.

Skyline ATDM Systems can be integrated into any existing ITS network or system.

Contact your sales representative today for expert advice on your upcoming project.