ALL TRAFFIC SOLUTIONS®

Fast-Deploying Dynamic Messaging

with Portable Cloud-Connected Variable Message Signs

For Use at the 2026 World Cup Games

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About All Traffic Solutions

Founded in 2000, All Traffic Solutions® (ATS) is a leading provider of portable traffic safety solutions that cater to a variety of customers in the public and private sectors. Since our founding, ATS has **grown to serve over 6,000 customers in all 50 U.S. states and internationally.**

Our products are **engineered and manufactured in the United States.** ATS is headquartered in Chantilly, Virginia with a production facility located in State College, Pennsylvania.

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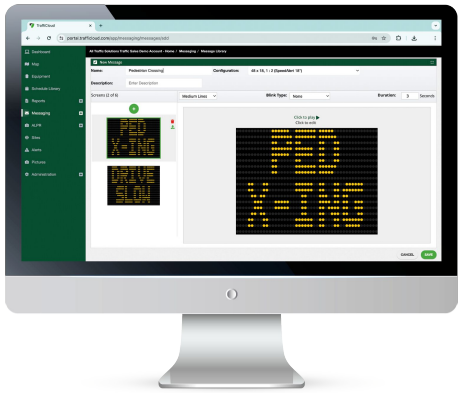
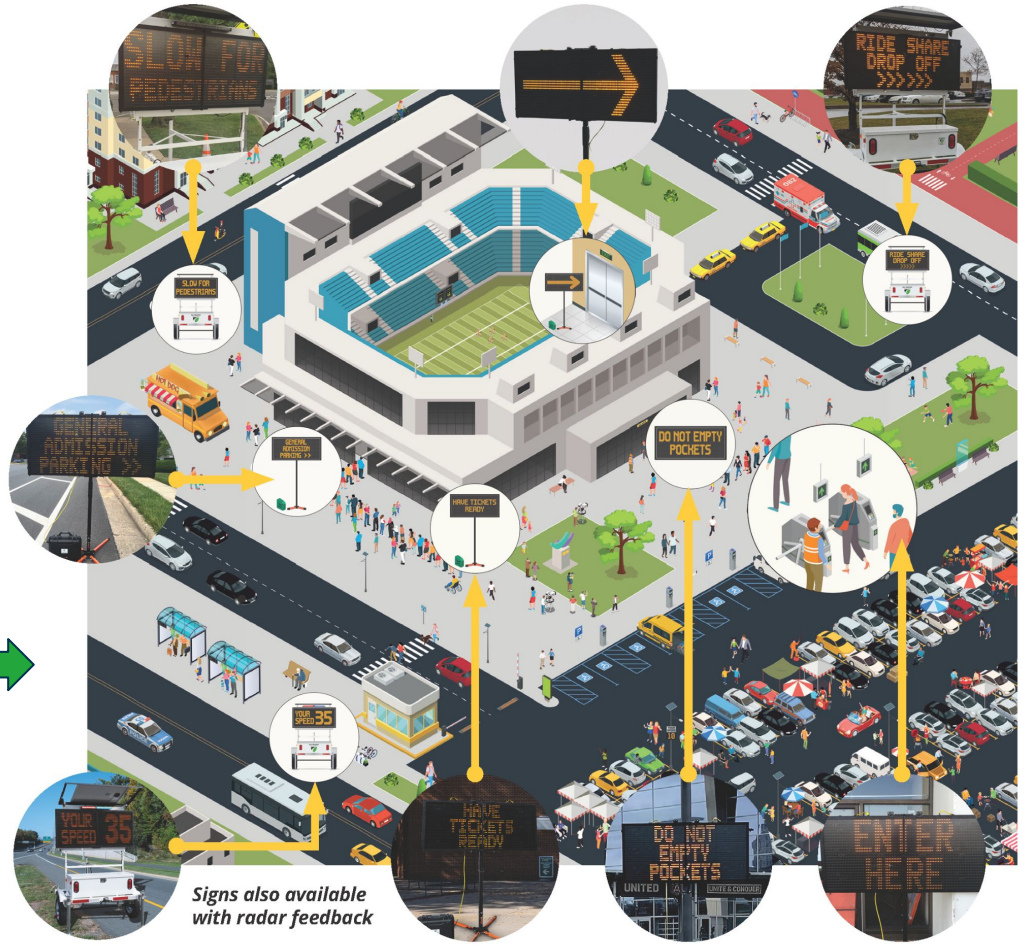
About the Solution

All Traffic Solutions' **fast-deploying dynamic messaging system** includes InstAlert variable message signs and the TraffiCloud® remote equipment management portal.

Together, they work seamlessly to deliver a **comprehensive messaging solution for large events.**





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Technology Features

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InstAlert Variable Message Signs - Key Features

- **Unmatched Portability** - InstAlert is the only variable message sign that folds for easy transport & storage
- **Attention-Grabbing Display** – Show high-visibility messaging
- **Extreme Versatility** – Display up to six screens of custom text & graphics
- **Flexible Mounting Options** – Deploy on a portable post, pole, vehicle hitch, or trailer
- **Rugged Durability** – Signs are shatterproof, weatherproof, and built to last up to 10+ years
- **Cloud-Connected for Remote Management** – Change messages instantly via Bluetooth or TraffiCloud portal

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Deploying InstAlert Signs

Signs are **ready for deployment** upon delivery!

No infrastructure is needed for setup—signs come with their own mounting equipment and portable power source.

One person can easily set signs up wherever needed on a portable post, pole, vehicle hitch, or mobile trailer and move them around as needs change.

1-on-1 live product trainings, how-to videos, start-up guides, and ongoing customer support are available to customers at no additional cost.

How to Deploy on a Portable Post

WATCH VIDEO

How to Deploy on a Vehicle Hitch

WATCH VIDEO

How to Deploy on a Trailer

WATCH VIDEO

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Remote Management with TraffiCloud®

Manage & monitor all signs remotely on **one unified platform.**

TraffiCloud is an online portal that can be **readily accessed from anywhere at any time** to change messages, monitor signs' status, and more.

It's a **highly secure system** that only authorized users can access.

TraffiCloud can **connect to other applications and share data through an API.**

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Rapid & Easy Custom Messaging

- **Change sign messages on the fly** from anywhere with TraffiCloud®
- **Create custom messages and graphics**
- **Send messages to display on one sign or multiple** simultaneously
- **Schedule messages in advance** to display on specific dates/times
- **Access message library & save custom messages** for future use
- Sign messages can also be changed via **Bluetooth for offline access**

Display Messages in One Minute or Less with Fast Update Feature!

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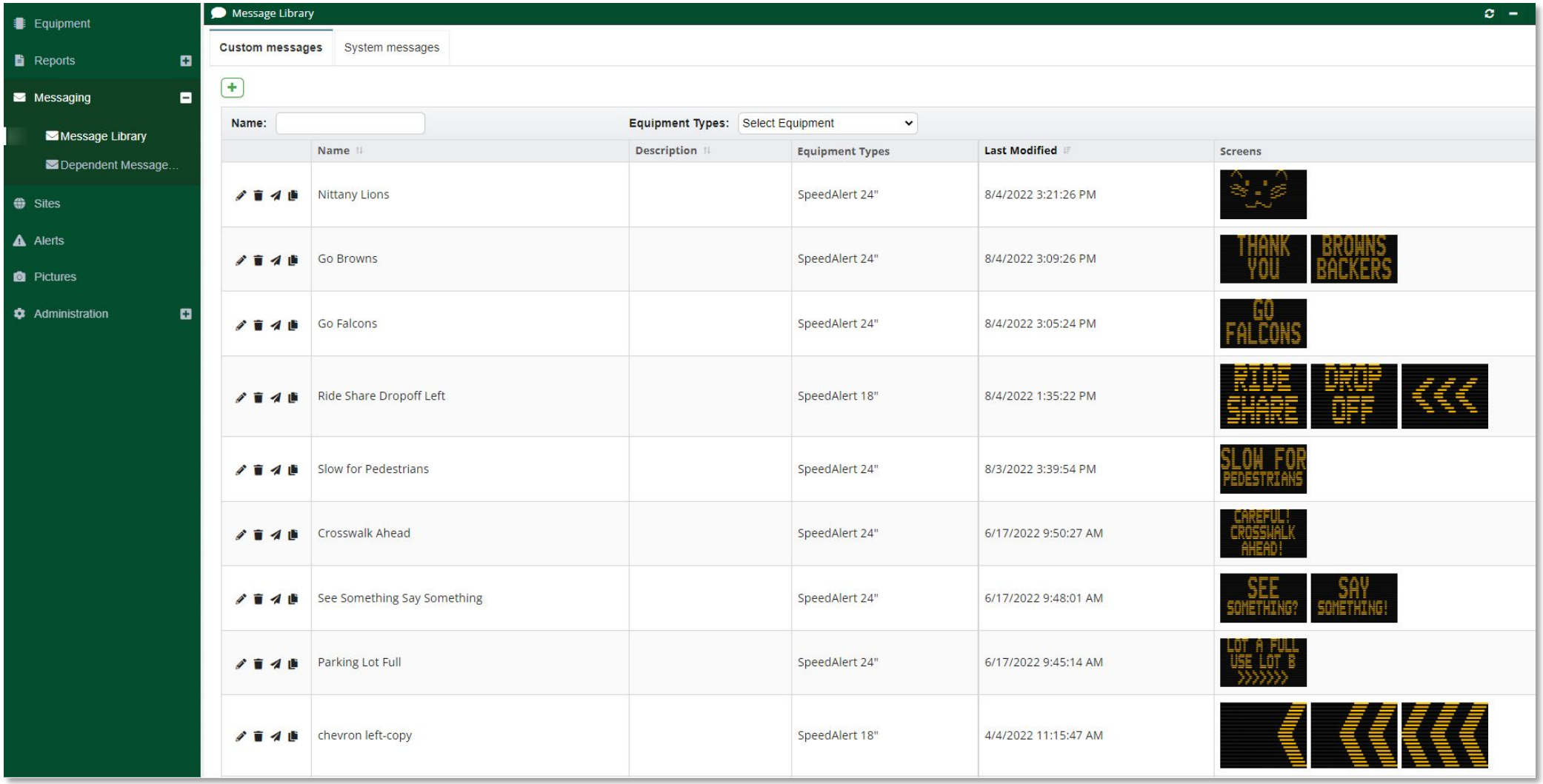
Message Library - Access Pre-Made Messages & Save New Ones



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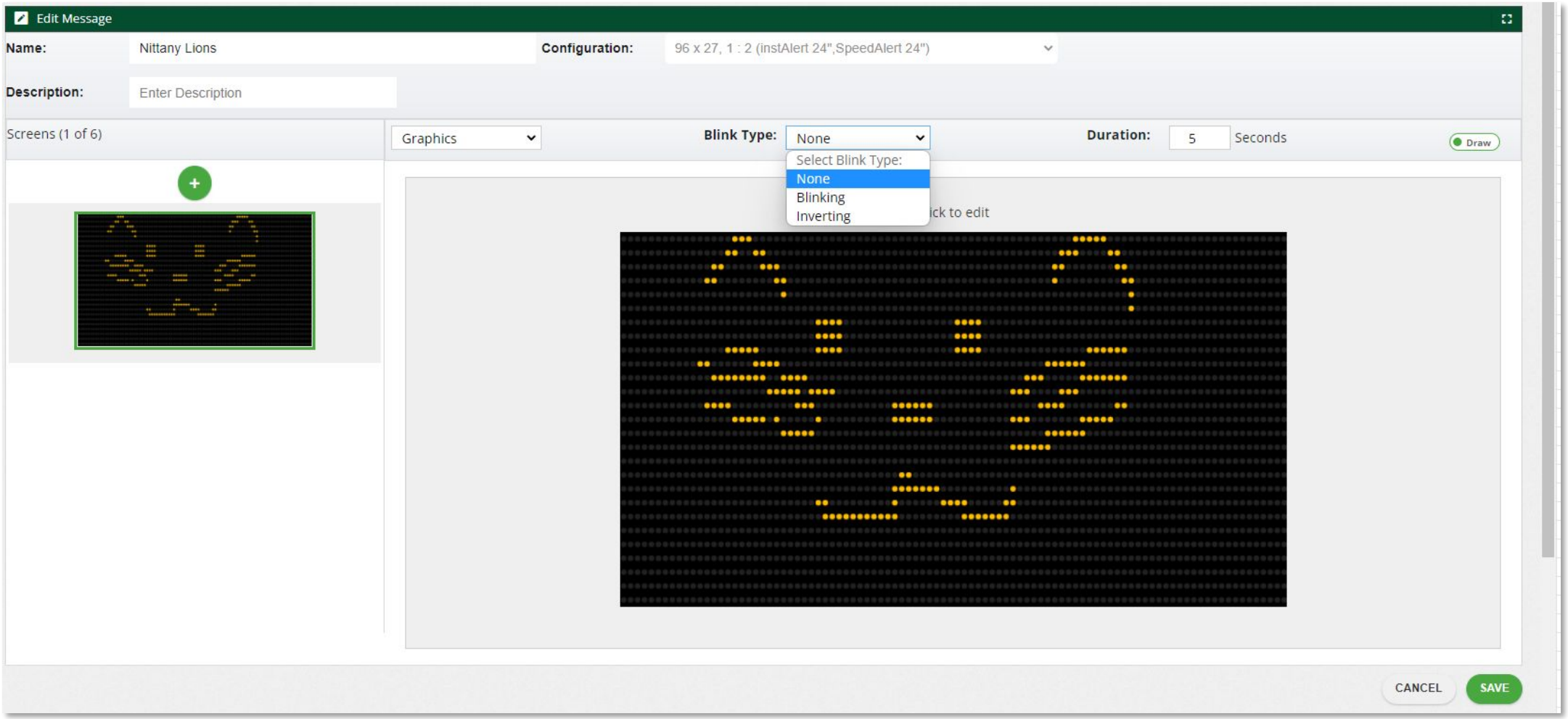
Design Custom Graphics for Signs' Full Matrix Screen Display



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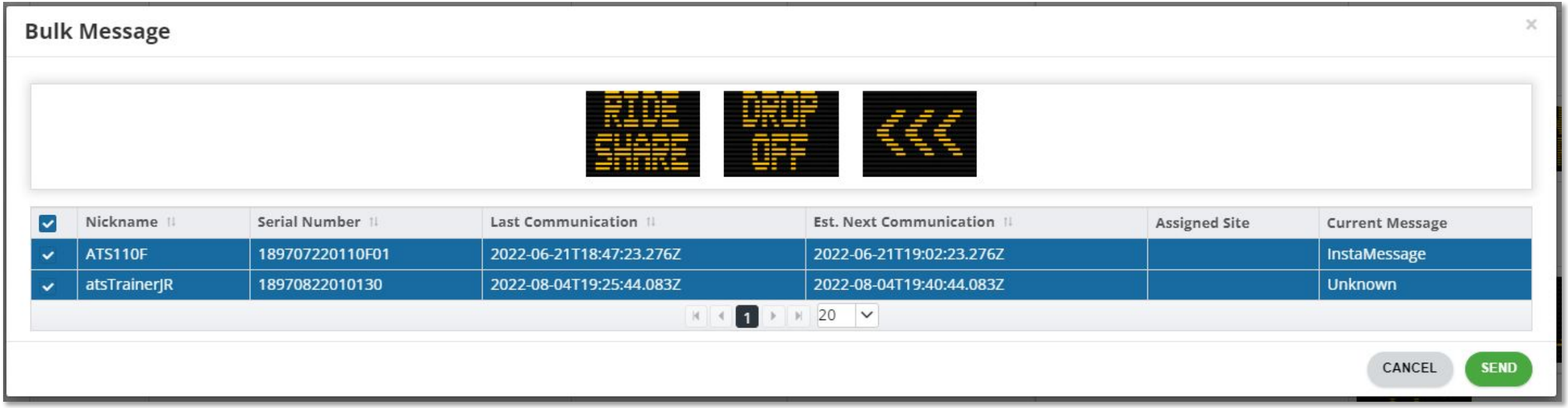
Change Messages on Multiple Signs at Once to Broadcast Info Fast



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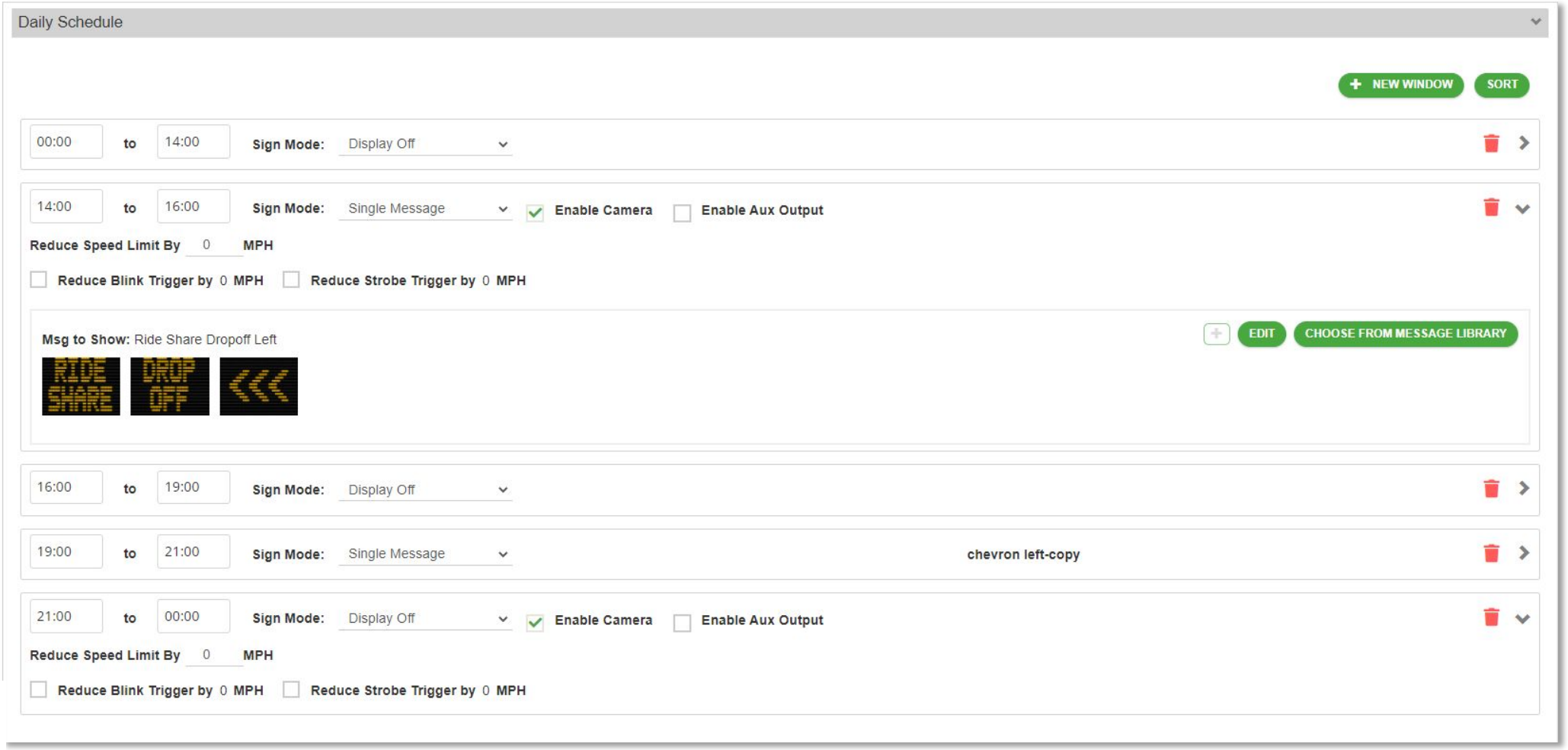
Message Scheduling - Save Time in Advance



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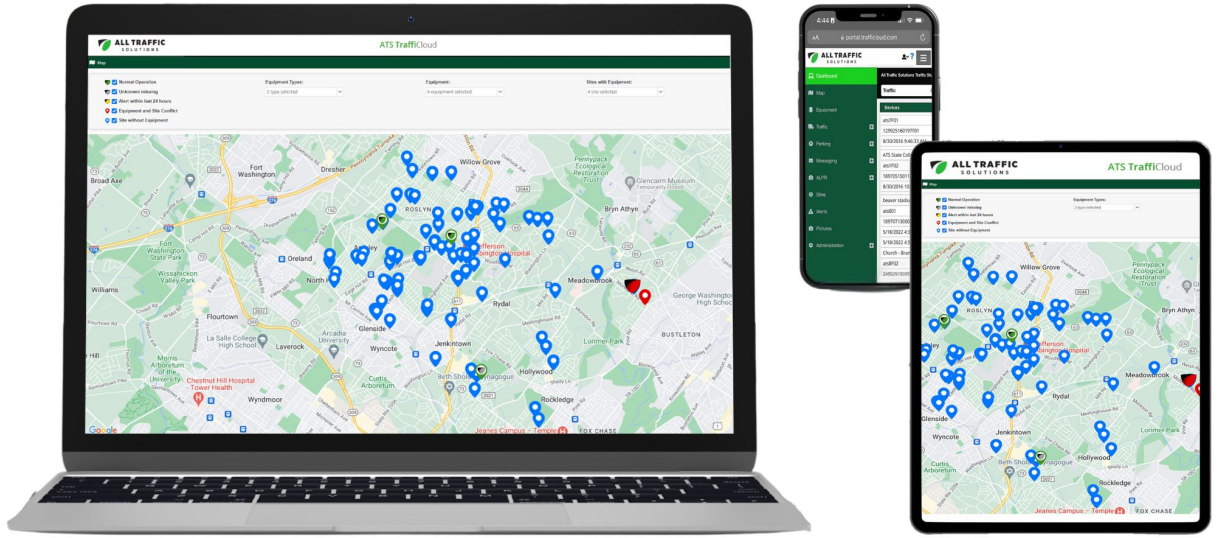
Remote Monitoring & Visibility

Get immediate visibility into all your signs and how they're functioning at any time via TraffiCloud.

- **Receive real-time email or SMS alerts** when a sign is tampered with, runs low on power, or changes locations
- **View the GPS location and status of all your signs** at a glance on an interactive map
- **Turn sign displays on and off** as needed



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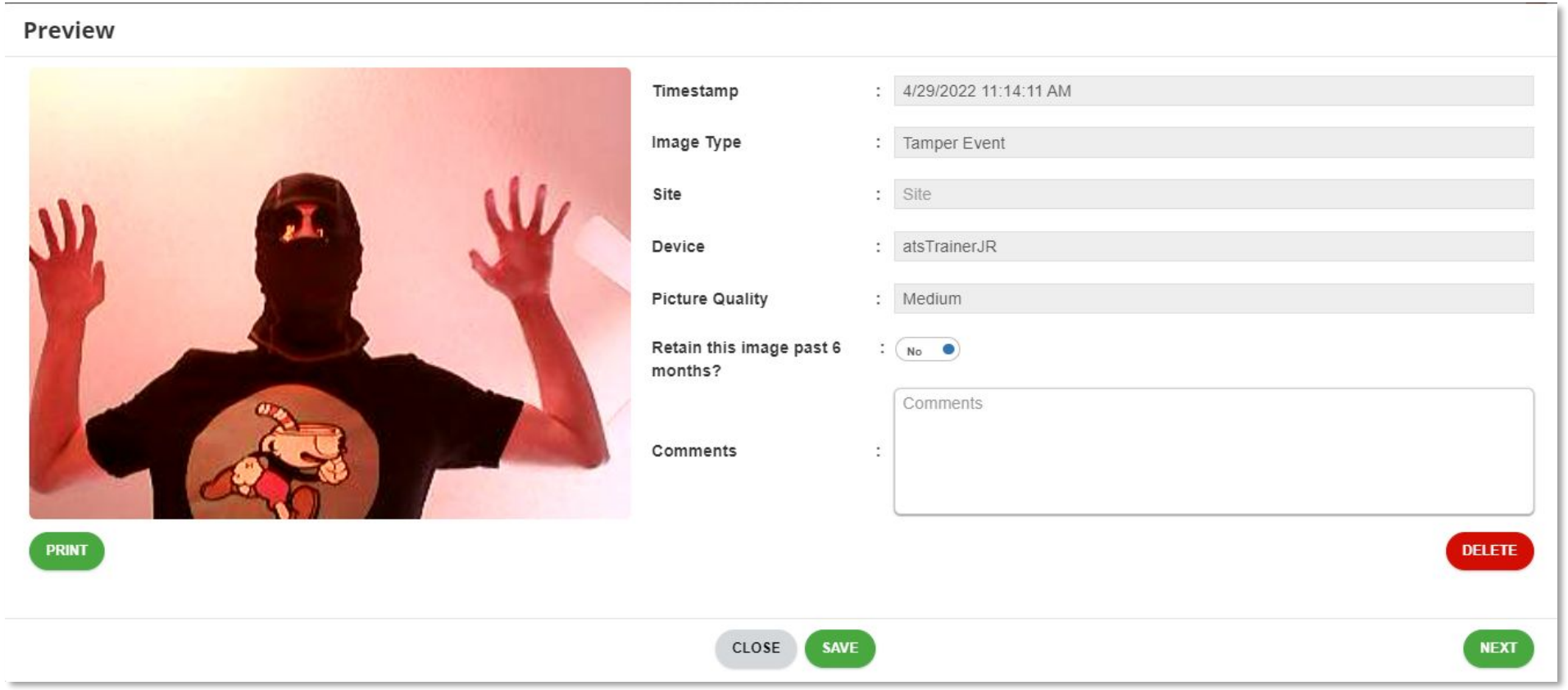
Tamper Alerts - Real-Time Notifications via Email or SMS

If tampered with, InstAlert signs snap a photo and TraffiCloud delivers you an alert.



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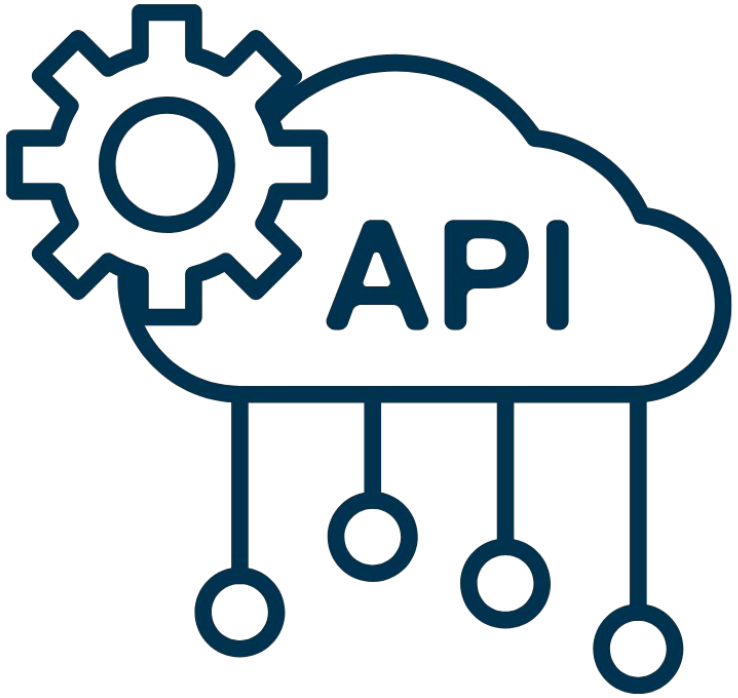
API - Connect TraffiCloud to Other Systems

TraffiCloud® has the ability to connect to other applications through an API. This **allows other applications to pull and use data collected by TraffiCloud**. Trafficloud can securely collect data such as time logs, sign site locations, and more.



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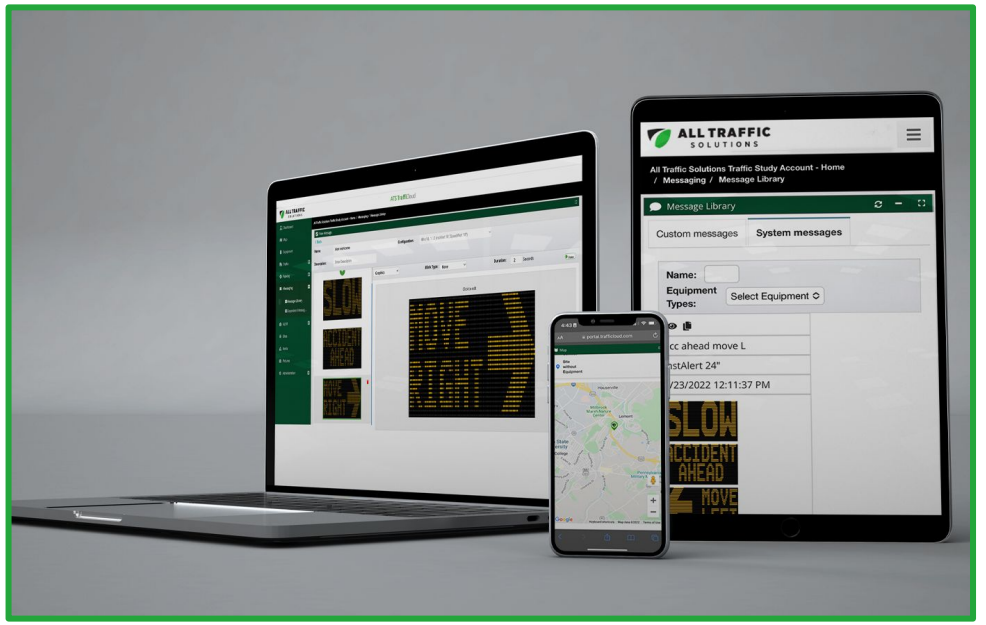
Getting Started with TraffiCloud®

The TraffiCloud portal is **accessible from anywhere with an internet connection.** Log in from a computer, tablet, or smartphone.

There are no other specific infrastructure, data, customization or other requirements to use TraffiCloud at its full capacity on all host regions.

1-on-1 live product trainings, how-to videos, start-up guides, and ongoing customer support are available to customers at no additional cost to get them up and running ASAP.

TraffiCloud is a **subscription service**, renewable on a yearly basis.



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Solving Challenges at World Cup Games

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Multilingual Communications

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Real-Time, High-Visibility Updates

Communicate with international travelers in a timely manner when unexpected changes, such as transit delays or reroutes, occur.

With TraffiCloud, you can create custom messages on the fly and send them to display on InstAlert signs within a minute— making real-time updates simple.

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Dynamic Wayfinding Messaging

Static wayfinding signage can't adapt to changing situations and can easily be missed in crowded areas.

InstAlert variable message signs have a bright display that **grabs peoples' attention, even in crowded areas.**

With the signs' changeable messaging, you can make sure you're **always connecting travelers with the most accurate and up-to-date guidance.**

Plus, signs can **signs can cycle through up to six different message screens** to share all necessary information.

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Accessible Route Navigation

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Reliable Information Sharing

Travelers and fans with mobility challenges need reliable, real-time information to **help them get where they need to be to best enjoy games and fan venues.** Use high visibility messaging to guide people to the most accessible routes to their destinations.

InstAlert's portability provides the ability to deploy signs wherever needed, making them **perfect for filling in the gaps where accessible infrastructure may be lacking.**

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Portable, Temporary Traffic Control

InstAlert signs provide high-visibility guidance during major events, **helping drivers and pedestrians navigate temporary traffic changes.**

They direct traffic flow, highlight detours, and indicate pick up and drop off locations, **ensuring smooth movement** even when navigation apps lack updated routes. **Message scheduling** helps provide automatic guidance specific to the date or time of day.

With easy portability and versatile mounting options, InstAlert is **easy to deploy wherever traffic control is needed.**

This improves safety, reduces congestion, and enhances the overall event experience.

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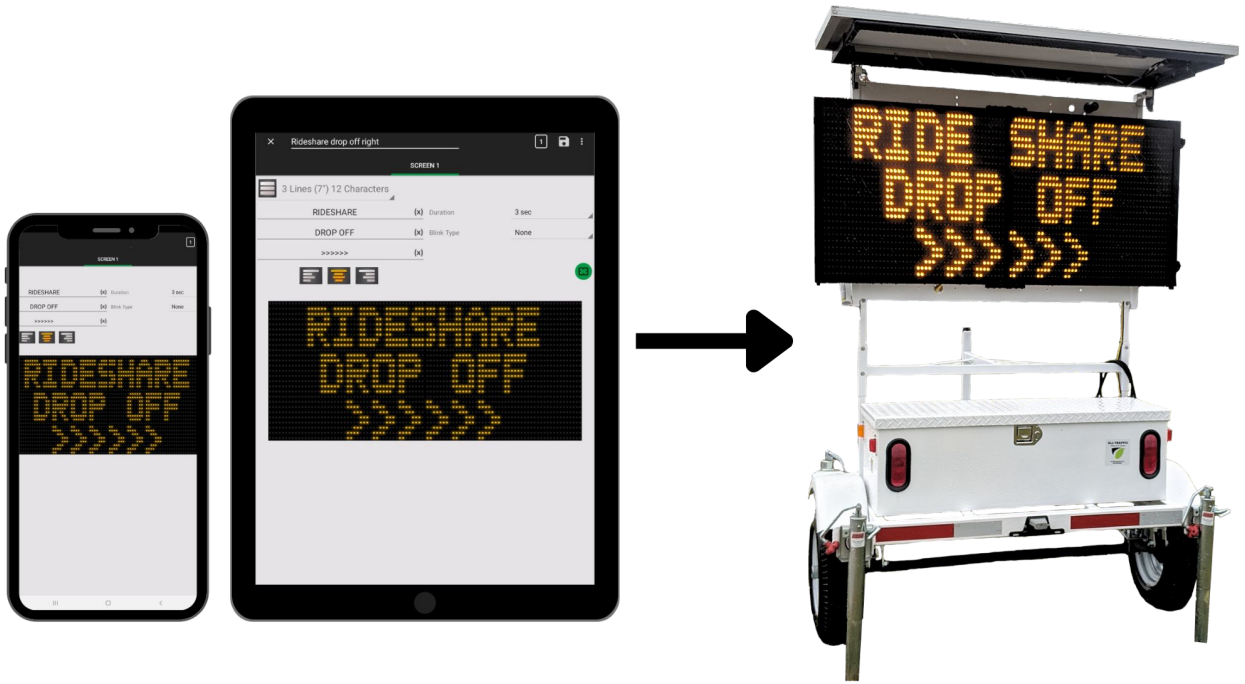
Efficient Taxi & Ridehailing



Rapid & Reliable Vehicle Identification

InstAlert signs are commonly used to guide people to designated pick up and drop off locations for taxi and rideshare services. Clear messaging **reduces confusion, helps people find their rides quicker, and improves efficiency to reduce dwell times at the curb.**

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Customer Care & Warranty

Proudly Serving 6,000+ Customers Over 25 Years

We're committed to providing high quality solutions our customers can rely on.

That's why ATS products are backed by a **dedicated, US-based customer support team** and industry-leading warranty plans. Customers with a TraffiCloud subscription have **full Premier Care Warranty coverage** for their connected InstAlert signs, which provides hardware defect repairs for the entire product lifespan as well as 50% discounts on other repairs and accessories.

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Resources

For additional information about these solutions, please take a look at our:

- Website
- InstAlert Brochure
- TraffiCloud Brochure
- Stadiums Flyer
- Cooperative Purchasing Options

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Thank You For Your Consideration

Learn More at AllTrafficSolutions.com

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