



# Directional Sound Reversing Alarms



## Directional Sound technology



## Vehicle Reversing Alarms



The concept of the Localizer<sup>®</sup> is the use of directional sound to improve safety and reduce noise pollution irritation. The idea came about from the observation that emergency vehicle sirens cause confusion through people not knowing where sound is coming from.

The Localizer directional sound technology was developed at Leeds University and has evolved in the form of specialised electronic circuitry which when applied to appropriate speaker devices, produces the directional sound, or "Broad Band Sound" relevant to many applications (details of the technology and the applications can be found on our website [www.soundalert.com](http://www.soundalert.com)). Sound Alert Technology plc owns the intellectual property rights to the Localizer, and has patented the technology in the USA, UK, Australia and Hong Kong, with patent applications being processed in EU, Canada and Japan.

There are two problems with conventional reversing alarms **directionality** and **intrusive noise**. People are familiar with the "peep, peep, peep" sound of a vehicle reversing, but are unsure of where it is coming from!

On construction sites, goods handling depots and other urban locations the constant noise of reversing alarms causes nuisance to the neighbours and may result in legal action. **The "bbstek" reversing alarm is perceived as quieter and less disturbing, whilst being more effective in locating the direction of a reversing vehicle.**

The International Standards Organisation Working Group which is writing a new international standard entitled "Earthmoving Machinery - Hazard Detection, Visual Aids and Warning Systems" has expressed considerable interest in the concept of directional sound reversing alarms.

Brigade Electronics has the worldwide exclusive license for Localizer bbstek reversing alarms. Brigade is Europe's largest manufacturer and supplier of reversing alarms, having pioneered the concept in Europe. Following successful field trials, Brigade have been supplying a range of **bbstek** Localizer reversing alarms since 2001 – and they are fast becoming established as a major contribution to the reduction of noise pollution and irritation to neighbours whilst also improving safety for pedestrians. Independent tests showed a dramatic reduction in noise irritation at comparable sound levels to conventional beepers – however the **bbstek** technology can be heard at significantly lower spl levels through its unique sound characteristic. Amongst Brigade's reference customers for **bbstek** are Tarmac Topblock, Travis Perkins and Arriva buses.

Recently the Noise Abatement Society recognised the contribution of this technology and awarded their valued "approved product" status to **bbstek** reversing alarms. The Department of the Environment is also aware of this technology and its unique contribution to the reduction of neighbourhood nuisance.

\* The Localizer is the registered trademark of Sound Alert Technology plc.



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