



# History and Projects List



**SES America, Inc.**  
90 Douglas Pike  
Smithfield, RI 02917  
Tel: (401) 232-3370 / (800) 252-6220  
Fax: (401) 232-7130



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## **1. INTRODUCTION:**

The purpose of this document is to describe our company, its history and experience.

SESA is committed to deliver quality products and services, proven in part by some of the following facts:

- ✓ ***Pioneer in Dynamic message Signs technology***
- ✓ ***Committed to US market since 1986***
- ✓ ***SESA DMS are installed all over the world***
- ✓ ***90% of SESA DMS installed more than 15 years ago are still in use***
- ✓ ***SESA continuously provides spare parts and technical assistance even for its first installed signs. The only company in the industry to provide such support.***

## **2. EXECUTIVE SUMMARY:**

SES America, Inc. (SESA) is the American subsidiary of an international organization, Securite & Signalisation (SES).

Since its founding in 1957, SES has grown and developed progressively. Our core business is and has always been road signs only.

In 1986, FDS was incorporated in the State of Rhode Island as a wholly owned subsidiary of SES introducing our Dynamic Message Signs to the USA. **In 2007, FDS changed its name to become SES America.**

Today, the company employs more than 540 employees worldwide and owns 3 manufacturing facilities.

Since the 1970's, the company has manufactured more than 2,000 Variable Message Signs and have installed signs in more than 20 countries in Europe, South and North America, Asia and Australia.

Our manufacturing facilities have been ISO9001 certified since 1994.

The group sales exceed 100 million USD per year.



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### **Key dates:**

- 1957 SES is founded near Paris, France
- 1965 First aluminum gantry in Europe
- 1973 First luminous signs using incandescent bulbs
- 1984 First alphanumerical sign. First SYLVIA® VMS
- 1986 Opening of FDS
- 1987 First Fiberoptic Variable Message Signs in USA (still in use)
- 1990's Variable Message Signs are installed worldwide:
  - China
  - Australia
  - Malaysia
  - USA
  - Russia
  - France
  - UK
- 1994 ISO 9001 certification
- 1997 First LED Variable Message Signs (VMS)
- 2001 First LED VMS in USA
- 2000's
  - More than 350 VMS in United Kingdom
  - VMS are installed in Belgium, Morocco, France, Israel, Dubai, Switzerland, Brazil...
  - More than 500 in USA
- 2004
  - Construction of new engineering facilities with improved in-house optical laboratories.
  - FDS chairs the NEMA committee defining the Dynamic Message Sign standard in the USA (NEMA TS4) and NTCIP. SES plays an active role in the definition of European Standard for VMS.
- 2006 Launch of MESSENGER 6000 LED VMS in USA and Europe.
- 2007 FDS changes its name and becomes SES America, Inc.

### **3. ORGANIZATION AND FACILITIES:**

#### **3.1. Group Resources:**

Our company has its own technical facilities and research and development departments. The resources can be divided into the following areas:

- Sales & marketing
- Research & Development facilities
- Production facilities
- Installation, commissioning and maintenance
- Quality control

### **3.2. VMS Production facilities:**

The main factory is equipped and dedicated to VMS under the responsibility of the *Production Director*.

#### ***TOURS (France) Manufacturing Site:***

- Variable Message signs (fiberoptic, prisms, LEDs) including large signs
- Lane Control and Speed Limit signs
- Information signs for utilities
- Gantries and posts.

All machinery (welding post, punching machine...) are regularly checked and calibrated by an independent organization. A dedicated department is in charge of the maintenance of all equipment.

The average production of this site more than 300 Variable Message per year; more than 50% are exported. Eighty percent (80%) of the Variable Message Signs are LED type.



New engineering facilities



Automatic Welding machine



Walk-In VMS in factory



Variable Message Signs (burning test)

#### ▪ QUALITY CONTROL:

As the group has been ISO 9001 certified since 1994, quality is a major concern to our company. All products are officially approved according to International standards, and our experience in both British and American markets make our products compliant to British as well as NEMA standards. We are an approved supplier of the UK Highways Agency and US State DOTs.



The *Quality Manager* is responsible for controls and quality assurance checks.

Regular audits are conducted by independent organizations to renew the certification.

### **3.3. SESA Resources:**

SESA is based in Smithfield, Rhode Island and has local offices in Texas and Arizona. The role of SESA is to market and support Dynamic Message Signs in the USA.

Our teams are dedicated to client support and SESA is recognized by the industry for the quality of its product and the professionalism of its services. All our site engineers work under the guidance of our Engineering Manager, who has a long experience in the installation and commissioning of SESA DMS. We pay strict attention to every detail during the installation and site testing because we strongly believe that it makes a significant difference over the life of the sign. We are sure that this attention to detail and on-site presence is one of the reasons we have almost a 95% return customer ratio. We make sure each and every sign is installed and configured properly, regardless of climate or location, whether it is in Alaska, Pennsylvania, Texas, Arizona or Washington.

One of the reasons for SESA success is that we continue to support signs installed 20 years ago; providing services, spare parts and toll free technical support. We also offer training and preventative maintenance contracts.



Assistance during installation



Site technician during maintenance



Sign test in Texas and Pennsylvania





#### **4. Main projects List:**

We have chosen to list not only our State DOT references but also our worldwide references; because we believe it demonstrates the quality of our products and shows our knowledge in all aspects of DMS (housings, welding, environment control, optical design, controller hardware and firmware, software and communication).

Thanks to our worldwide experience, our quality products have been designed to address all concerns of our clients.

#### **4.2 US projects:**

Here below is a list of the most important projects performed by SESA.

|   | <b>Project Description</b>  | <b>SESA Reference</b>           | <b>Remarks</b> |
|---|---|---------------------------------|----------------|
| 1 | <b>Delaware State Contract</b><br>Client: DDOT<br>Completion date: On-going – 3 year contract<br>Description: Supply of walk-in and front access LED Full Matrix DMS with control software. | Delaware State Contract<br>2966 |                |
| 2 | <b>Washington State I5 Amber Alert Implementation</b><br>Client: WSDOT<br>Completion date: On-going<br>Description: 2 LED signs 3L 18C 18"High walk-in and front access                     | Olympia 1<br>2923               |                |
| 3 | <b>Route 3 North Transportation Project</b><br>Client: Massachusetts Highway Department<br>Completion date: On-going<br>Description: 7 FO SYLVIA® 3 Lines 15 Characters per line, Walk-in   | Rt. 3 North<br>2690             |                |
| 4 | <b>Laredo 10</b><br>Client: TxDOT<br>Completion date: On-going<br>Description: 2 LED signs 3 Lines of 18" Characters with LED flashers  | Laredo 10<br>2931               |                |
| 5 | <b>Houston 43</b><br>Client: TxDOT<br>Completion date: On-going<br>Description: 3 LED signs 3 Lines of 15" Characters with LED flashers   | Houston 43<br>2954              |                |



|    | <b>Project Description</b>   | <b>SESA Reference</b>        | <b>Remarks</b> |
|----|--|------------------------------|----------------|
| 6  | <b>PHILLY 8</b><br>Client: Pennsylvania DOT<br>Completion date: On-going<br>Description: 7 LED signs – 5 Signs Line Matrix 3 lines of 105 pixels and 2 Full matrix 28 x 75 pixels. | Philly 8<br>2916             |                |
| 7  | <b>CM2002(60) Harris County</b><br>Client: Texas DOT<br>Completion date: February 2007<br>Description: 11 FO SYLVIA® 3L15C   | Houston 31<br>2725           |                |
| 8  | <b>Harris County – STP 2005(958), 0912-00-291</b><br>Client: Texas DOT<br>Completion date: January 2007<br>Description: 15 FO SYLVIA® 3L 15C + 2 LED flashers                      | Houston 40<br>2877           |                |
| 9  | <b>SR0095, Section RS3, Philadelphia</b><br>Client: Pennsylvania DOT<br>Completion date: August 2005<br>Description: 6 FO SYLVIA® 3L 21C 450mm, Walk-in                            | Philly 5<br>2732             |                |
| 10 | <b>Harris County – ITS 2000(998)</b><br>Client: Texas DOT<br>Completion date: October 2005<br>Description: 13 FO SYLVIA® 3L 15C 450mm  | Houston 35<br>2803           |                |
| 11 | <b>Harris County CM2002(60) - Sam Houston Tollway</b><br>Client: Texas DOT<br>Completion date: April 2004<br>Description: 11 FO SYLVIA® 3L 15C                                     | Houston 31<br>2725           |                |
| 12 | <b>Rural 5C, H517708C</b><br>Client: Arizona DOT<br>Completion date: April 2004<br>Description: 4 FO SYLVIA® 3L 18C 450mm  | Arizona Rural 5C<br>2779     |                |
| 13 | <b>CS-STP99(794)MN, City of San Antonio Reversible LCS</b><br>Client: Texas DOT<br>Completion date: November 2004<br>Description: 34 LCS   | SA Reversible<br>LCS<br>2797 |                |



|    | <b>Project Description</b>  | <b>SESA Reference</b>            | <b>Remarks</b>                       |
|----|---|----------------------------------|--------------------------------------|
| 14 | <b>ITS 98-039-RCEJ-C, Harrisburg</b><br>Client: Pennsylvania Turnpike Commission<br>Completion date: December 2003<br>Description: 4 FO SYLVIA® 3L 18C 450mm    | PTC5<br>2719                     |                                      |
| 15 | <b>Webb County CM98(488)</b><br>Client: Texas DOT<br>Completion date: March 2003<br>Description: 10 LCS   | Laredo LCS<br>2509               |                                      |
| 16 | <b>Warrendale Toll Plaza, Contract 00-017-R069, etc.</b><br>Client: Pennsylvania DOT<br>Completion date: June 2003<br>Description: 4 FO SYLVIA® 3L 18C 450mm    | Warrendale Toll<br>Plaza<br>2692 |                                      |
| 17 | <b>Arizona 101/202 Phoenix I-17 Phase 4</b><br>Client: Arizona DOT<br>Completion Date: January 2002<br>Description: 6 FO SYLVIA® 3 Lines 18 Characters per line | Phoenix I-17<br>Phase 4<br>2421  |                                      |
| 18 | <b>Tucson H44401C</b><br>Client: Arizona DOT<br>Completion Date: May 2002<br>Description: 8 FO SYLVIA® 3 Lines 18 Characters per line                           | Tucson<br>2476                   |                                      |
| 19 | <b>Austin Phase 1 - CCSJ 151-06-110</b><br>Client: Texas DOT<br>Completion Date: April 2002<br>Description: 14 FO SYLVIA® 3L15C + flashers                      | Austin Phase 1<br>2530           |                                      |
| 20 | <b>Bexar County – CSJ0912-17-671 CM 2000(869)</b><br>Client: Texas DOT<br>Completion Date: February 2002<br>Description: 50 FO SYLVIA® 3L15C + flashers         | Houston 50<br>2620               | 50 signs<br>installed in 6<br>months |
| 21 | <b>CS E. Houston - STP 201(500)MM, 0915-12-390</b><br>Client: Texas DOT<br>Completion Date: July 2002<br>Description: 70 LCS                                    | San Antonio LCS<br>2686          |                                      |



|    | <b>Project Description</b>  | <b>SESA Reference</b>                | <b>Remarks</b>  |
|----|---|--------------------------------------|---|
| 22 | <b>RIAC #11659 Signage</b><br>Client: Rhode Island Airport Corporation<br>Completion Date: June 2001<br>Description: 1 LED DMS Walk-In                                  | TF Green<br>2600                     | 24 hours 7 days a week in service.                                |
| 23 | <b>IH-35 San Antonio CH2000(806)</b><br>Client: Texas DOT<br>Completion Date: November 2001<br>Description: 14 FO SYLVIA® 2L12C, 14 FO SYLVIA® 3L18C, 76, 6-message LCS | San Antonio<br>IH35<br>2619          |   |
| 24 | <b>Arizona Rural 4 – H517402C</b><br>Client: Arizona DOT<br>Completion Date: June 2000<br>Description: 11 FO SYLVIA® 3 Lines 18 Characters per line                     | Arizona Rural 4<br>Statewide<br>2473 |   |
| 25 | <b>IH-10 Houston C2000(7)</b><br>Client: Texas DOT<br>Completion Date: September 2000<br>Description: 14 FO SYLVIA® 3 Lines 15 Characters per line + flashers (LED)     | Houston 31<br>2575                   |   |
| 26 | <b>Rural 4 Statewide</b><br>Client: Arizona DOT<br>Completion date: June 2000<br>Description: 11 FO SYLVIA® 3L18C   | Rural 4<br>2473                      |   |
| 27 | <b>Newport Bridge Toll Plaza</b><br>Client: Rhode Island Bridge and Turnpike Authority<br>Completion date: 1987<br>Description: 2 FO SYLVIA® and LCS                    | Newport Bridge<br>1053               | First SESA signs in US. Still in service, still supported by SESA |



#### **4.2 International projects:**

Constant innovation, extensive technical expertise, and the ability to manage large projects has resulted in our company installing signs not only in the USA, but also worldwide.

More than **2,000 Dynamic Message Signs** are in operation worldwide. Some of our most recent large projects are listed below. It is to be noted that we have been entrusted throughout the years by regular customers to implement several phases of large projects (for example, CITA in Luxembourg, Texas DOT in USA, Highways Agency in United Kingdom, South highways Authority in France).

|   | <b>Country and Project Description</b>  | <b>Remarks</b>  |
|---|---|---|
| 1 | <p><b>United Kingdom - CMI 1994 and 2000</b><br/>           Client: Highways Agency – Great Britain<br/>           Completion Date: 1995 and 2000<br/>           Description: 140 signs in 1995 and 81 signs in 2000 - Controlled Motorway Indicators for London area</p>                               |   |
| 2 | <p><b>United Kingdom - M6 Toll Highway</b><br/>           Client: Ascom / Highways Agency – United Kingdom<br/>           Completion date: 2003<br/>           Description: 38 LED Lane Control Signs</p>   | Lane control signs for Toll booths  |
| 3 | <p><b>United Kingdom - MS 4</b><br/>           Client: Colas UK / Highways Agency – United Kingdom<br/>           Completion date: On-going since 2001 (several projects and on-going contracts)<br/>           Description: 80 LED MS4 signs, dual color full matrix</p>                               | Largest full matrix sign in Europe (12 feet x 9 feet)                                     |
| 4 | <p><b>United Kingdom - AMI</b><br/>           Client: Colas UK / Highways Agency – United Kingdom<br/>           Completion date: On-going<br/>           Description: More than 250 speed limit signs (several projects)</p>   | Pilot project for Active Traffic Management (ATM), a key development for Highways agency. |
| 5 | <p><b>United Kingdom - MS 3</b><br/>           Client: Colas UK / Highways Agency – United Kingdom<br/>           Completion date: 2002 to 2006<br/>           Description: more than 130 DMS, 2 lines of 12, 2 lines 16 characters (12") and 3 lines of 18 characters (18") with full matrix area.</p> | New product under studies to provide lightweight DMS under the same contract.             |
| 6 | <p><b>France - Indian Ocean National Roads</b><br/>           Client: Reunion Island Road Authorities – Reunion Island, France<br/>           Completion Date: 1997 - 2003<br/>           Description: 8 LED DMS with 4 lines of 15 characters (250mm)</p>  | Several projects - No damage on VMS even after strong tropical storm.                     |



|    | <b>Country and Project Description</b>  | <b>Remarks</b>   |
|----|---|--|
| 7  | <p><b>Philippines - North Luzon Expressway</b></p> <p>Client: EGIS Projects - Philippines</p> <p>Completion date: 2004</p> <p>Description: 24 LED signs, 1 line of 15 characters (8")<br/>           2 LED signs, 2 lines of 18 characters (12")<br/>           2 cantilevers and 24 poles</p>  | <p>First VMS ever in the Philippines (private Highway)</p>     |
| 8  | <p><b>Malaysia - North South Expressway</b></p> <p>Client: Elite - Malaysia</p> <p>Completion Date: 1997</p> <p>Description: 13 LED DMS with 3 lines of 20 characters (12") + 1 pictogram<br/>           1 LED DMS with 3 lines of 20 characters (12") + 2 pictograms<br/>           .....SESA MERCURE Control Software</p>   | <p>First LED VMS ever in Malaysia</p>                          |
| 9  | <p><b>Singapore - Singapore Second Crossing</b></p> <p>Client: Link - Malaysia</p> <p>Completion Date: 1997</p> <p>Description: 11 LED DMS with 3 lines of 20 characters (12") + 1 pictogram<br/>           1 LED DMS with 3 lines of 20 characters (12") + 2 pictograms<br/>           .....SESA MERCURE Control Software</p>  | <p>First LED VMS ever in Singapore</p>                         |
| 10 | <p><b>Australia - Melbourne City Link</b></p> <p>Client: Translink System Pty – Australia</p> <p>Completion Date: 1997</p> <p>Description: 3 LED DMS, 4 lines of 15 characters (12")<br/>           7 LED DMS, 3 lines of 15 characters (12")<br/>           2 LED DMS, 2 lines of 12 characters (12")<br/>           26 Advisory signs, 1 line of 8 characters (8")</p> <p>SESA MERCURE Control Software</p>   |  |
| 11 | <p><b>Luxemburg - CITA</b></p> <p>Client: Administration des Ponts et Chaussees - Luxemburg</p> <p>Completion date: 2006 (Phase 1 – Phase 5) and on-going projects</p> <p>Description: 139 speed limit signs<br/>           62 warning signs<br/>           4 LED DMS, 3 lines of 15 characters (18") with pictogram</p> <p>Tunnel: 8 VMS<br/>           38 LCS<br/>           213 fiberoptic signs</p> <p>Outdoor: 86 LCS<br/>           76 fiberoptic signs</p> | <p>Several contracts include VMS for tunnels and highways.</p> |



|    | <b>Country and Project Description</b>  | <b>Remarks</b>  |
|----|---|---|
| 12 | <p><b>China - GSZ Superhighway</b><br/>           Client: Superhighway Turnkey Contractor Consortium - China<br/>           Completion Date: 1996<br/>           Description: 12 Matrix FO DMS mounted on gantries</p>  |   |
| 13 | <p><b>Russia - MKAD - 3rd ring Moscow</b><br/>           Client: Moscow City Hall - Russia<br/>           Completion date: 1999 to 2005 (several projects)<br/>           Description: 30 LED DMS, 3 lines of 18 characters (12") + 1 fiberoptic pictogram<br/>           SESA MERCURE Control Software</p> | <p>First VMS in Russia. Several projects continuously renewed</p>               |
| 14 | <p><b>Brazil – Vianorte Highway</b><br/>           Client: Vianorte / BSE - Brasil<br/>           Completion date: 2004 - 2005 - 2007<br/>           Description: 20 LED DMS and on-going projects</p>  | <p>Several projects</p>   |
| 15 | <p><b>Morocco – Ifrane province</b><br/>           Client: AIC / Ifrane – Morocco transportation ministry<br/>           Completion date: 2005<br/>           Description: 4 LED signs with one pictogram and 2 line matrix 18" lines and 2 English lines.</p>  | <p>First VMS in Morocco. Display several languages and graphics</p>             |
| 16 | <p><b>Israel - Jeruslaem</b><br/>           Client: Ardan project / Municiplaity of jerusalem<br/>           Completion date; 2006<br/>           Description: Several projects include Lane Control Signs, Rotary Drum Signs, VMS<br/>           SESA MERCURE Control Software</p>                         | <p>VMS capable of displaying Hebrew characters. NTCIP compliant</p>             |
| 17 | <p><b>Dubai</b><br/>           Client: Dubai Municipality<br/>           Completion date: 2004<br/>           Description : 12 VMS</p>  | <p>VMS capable of displaying English, Arabic and graphics. NTCIP compliant.</p> |



SES DMS installation worldwide