



## SOUTHERN MANUFACTURING ANNOUNCES TWO NEW PRODUCT LINES

July 1, 2010. Southern is pleased to announce the expansion of its existing line of LED signs for the traffic industry with two new product extensions. Both of these new products have been developed using the Tetra<sup>®</sup> PowerStrip LED lighting system from GE Lumination. The first is a line of backlit regulatory and warning signs illuminated by 12 volt DC LEDs. The second is a line of larger double sided 24 volt LED illuminated street name signs with viewable areas of 30" or more.

These new products combine Southern's experience in making the highest quality internally illuminated sign bodies with GE's expertise in LED lighting and optics to produce economical signs that are long lived, bright, maintenance friendly, and evenly illuminated without hot spots or shadows.

The new regulatory and warning signs are available with all of the standard MUTCD displays including both text and symbols, and with all of the standard display areas from 12" x 18" up to 48" x 60" in rectangular and square shapes. By using a 12 volt system, these signs can be powered by solar power where electricity is not available, such as for "WRONG WAY" signs on freeway entrances and in school zones. By utilizing the Tetra<sup>®</sup> PowerStrip LED system, this type of case sign uses a fraction of the electricity of older fluorescent designs and with 50,000 hour life for the LEDs, virtually eliminates regular maintenance. Unlike fluorescent bulbs, LEDs do not lose brightness in cold weather and are just as bright at -30°F as they are at 77°F.

More rigorous visibility standards for street name signs are driving demand for larger display areas and with double stacked street names with 10" or 12" Clear View lettering a 30" tall viewable area is required. The flexibility of the double sided Tetra<sup>®</sup> PowerStrip LED lighting system facilitates Southern's ability to build double sided signs up to 10' long in increments of 6" with unparalleled uniformity.

"GE's Tetra<sup>®</sup> PowerStrip LED lighting gives Southern expanded flexibility to build virtually any size sign easily and the end result is a high quality uniformly bright sign. These two new product lines retain the maintenance friendliness of our other signs. We are very excited about the working with GE," states Steve Paladino, Vice President Operations.

For more information about Southern and its lines of internally illuminated street name signs, blank out signs, NEMA enclosures, Lighting enclosures, and ITS field cabinets visit our website at [www.southernmfg.com](http://www.southernmfg.com). To learn more about GE's LED lighting products, visit their website at <http://www.lumination.com>