

Kid Alert[™] Article Newsweek, July 28, 2003

Page 12

Periscope

price. A Luxeon headlight runs at about \$100 a pop. But that is about to change, according to Fran Douros, America marketing manager of Lumileds Lighting, as LEDs start to be relevant for other modes of transport that aren't horse-drawn. The Luxeon is being tested for automobile headlights and should make its debut on cars by 2007. Just goes to show you, the Amish can't help being hip.

-MEREDITH SADIN

CHILDREN

New Guy In Town

O, IT'S NOT AN alien invasion. But recently there's been a swarm of 2½-foot-tall neon green men outside suburban homes. The Kid Alert Visual Warning System, a new kind of sign warning drivers to slow down, was developed by The Step 2 Co. in response to injuries resulting from children's playing outside. "Drivers seem to ignore the CHILDREN PLAYING signs that neighborhoods put up," says Dotti Foltz of Step 2. Little fluorescent men are more arrest-

ing. The purpose of the

Kid Alert is twofold: while catching drivers' attention, it also reminds children of the boundaries of their own yards. Laurel Bennett, from Stow, Ohio, says the Kid Alert, which her son, Ethan, 4, named "Slow Down Sammy," is like a friend. "I just have to say 'Don't go past Sammy!" This may soon become the motto in suburbs across the country. Foltz says that many neighborhood associations recommend the Kid Alert, and at about \$25, it is a small price to pay for safety. Foltz suggests that parents take the Kid Alert inside when children leave the yard, to prevent it from becoming a signal that drivers are accustomed to and ignore. So no need to panic the next time you start seeing little neon men ... just drive a little slower.

-M.S



SAFETY FIRST: Kid Alert slows traffic

