

Technical Seminar

Innovation for Creating Safer Roads

Abstract

For almost 80 years, 3M has been improving transportation safety and mobility through product and manufacturing innovations, so motorists arrive at their destinations safe. As countries develop and motorize, the number of vehicles increases nearly exponentially in many newly industrialized countries. 3M Transportation Safety team has always found ways to address different road challenges that motorists face daily and help to bring families home safely.

The presentation will introduce how 3M Innovation turns into real applications, including efficient reflective materials that enhance the visibility in day and night time, as well as the future vision of Connected Roads Solution, such as Camera Readable Signs, Lines, Plates and Traffic Cones).

- Regional and HK traffic incident and fatality snapshot (WHO and IRF data)
- Economic cost of traffic incidents (transportation safety is about saving lives)
- Science of Retro-Reflectivity for Traffic Signs
- All Weather pavement marking (High Index Optical elements),
- High Security license plates (Brighter & White prismatic flexible sheeting) and,
- Connected Roads solutions (Camera Readable Signs, Lines, Plates and Cones).

Date: 28 September 2018 (Friday)

Time: 7:00 to 8:30 pm

Venue: Technological and Higher Education Institute of Hong Kong (THEi), Room LT5, 20A Tsing Yi Road, Tsing Yi Island, N.T., Hong Kong

*****The seminar will be conducted in English*****

~ All attendees will receive an attendance certificate for their CPD log ~

About the Speaker

Dr. Kim Leong Tan obtained his PhD from University of Cambridge, England, majoring in Optical Engineering. He has over twenty-year industry and academia experience with Research and Development, Product Applications and Business Support in the areas of optical materials including traffic safety, displays, projector and optical network solutions.

Dr Tan is currently an Application and Regulatory Development Specialist based in Singapore and supports 3M Transportation Safety businesses in over 10 Asia countries where 3M provides the most innovative traffic sign sheeting, digital sign printer materials, reflective materials for pavement marking lines, vehicle conspicuity markings and reflective license plate sheeting to the safety industries.

He is also responsible for road safety regulatory development in the region, working with the 3M country teams and government agencies for best practice sharing and understanding global vehicle and roadway safety regulations.

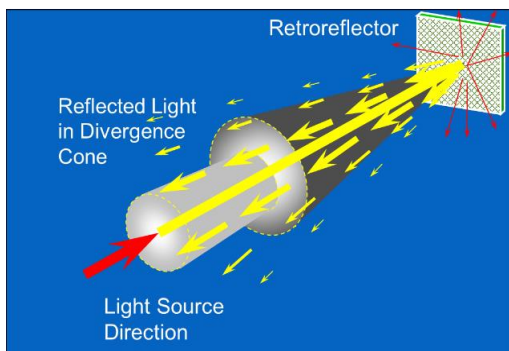
Dr Tan is a resourceful engineer with more than 20 US issued patents. He is enthusiastic in sharing traffic safety best practices that ultimately is about saving lives. Many developed countries have best practices that other countries can adopt and replicate to realize similar life-saving outcomes.



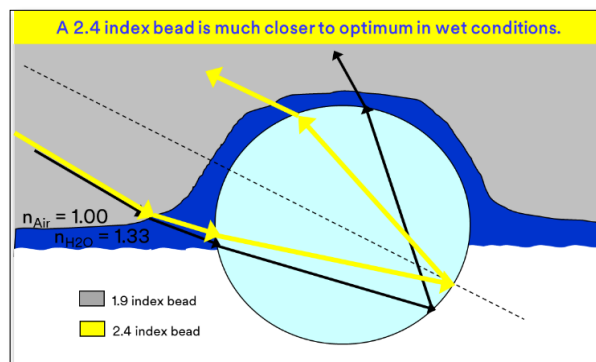
Dr. KL Tan

Application and Regulatory Development Specialist

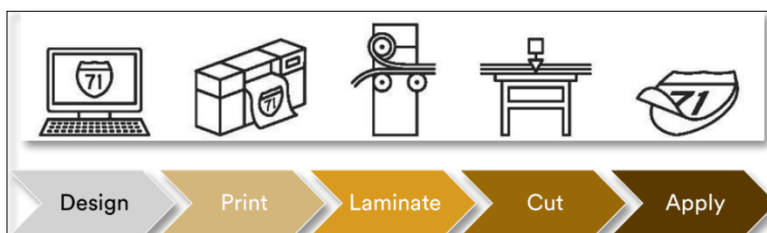
3M Asia Transportation Safety Division, 3M



Sign Sheeting Cone of Retroreflection



High Index Optical Materials for Road Marking



Digital Sign Making



Prismatic LP Sheeting

For enquiries, please contact:

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