



# LED Signs & Signals for *Transportation & Rail*



All Directional Systems  
Transportation & Rail  
Products are  
**Build America,  
Buy America (BABA)**  
Compliant

***Directional***  
**Systems**

[directionalsystems.com](http://directionalsystems.com)

# SNS Series Illuminated Street Name Signs



## ■ SNS Series *LED Backlit, Retroreflective Signs*

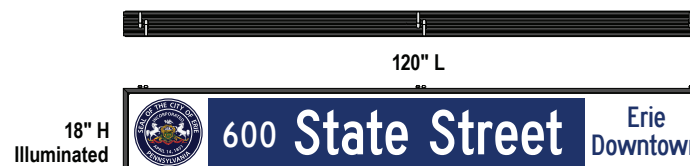


The SNS Series is Directional Systems line of internally illuminated street name signs. These signs are an excellent choice for municipalities looking to enhance several aspects – sign visibility, safety, navigation, and improved aesthetics – of their city and its neighborhoods through a single initiative. Enhanced sign visibility helps motorists, pedestrians, and cyclists navigate streets more easily. Consequently, improved navigation and visibility contribute to bolstering street safety, especially in low-light conditions.

SNS Series signs can be single- or double-faced and have a translucent, prismatic retroreflective printed face that comes standard in green, blue, or brown. The graphics and lettering of the sign are printed on the inside of UV-resistant, 0.125 inch acrylic panels, which provide anti-glare properties and prevents peeling, scratching, and colors from fading.

These signs are perimeter-lit with cool white LED modules at a minimum of 105 nits. They are controlled directly by the intersection's traffic control box, but they can be equipped with an optional, built-in photocell if a traffic control box isn't available.

SNS Series cabinets are made from lightweight, extruded aluminum alloy painted with low-gloss black paint. They come standard in two heights and three lengths, but custom-sized cabinets can be made to fit your unique needs. The cabinet utilizes lockable toolless latches on the top and external wiring connection points for easy installation and maintenance. Optional mounting hardware includes 0.1875-inch thick, 3003-H14 aluminum brackets with a tri-stud mounting pattern. Surface-mounting brackets (for single-sided signs) are also available upon request.



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## Directional Systems SNS Series Signs are:

# New for 2024

## Six Standard sizes to choose from Engineered & Assembled in the USA

### Cabinet Construction Features



**Durable** – Meets IP55/NEMA 3RX standards

**Customizable** – Any message or symbol can be printed on the inside of translucent, prismatic retroreflective face panels

**Visible** – Highly visible when illuminated in low-light conditions and readable in direct sunlight

**Easily Installed** – Optional tri-stud aluminum mounting brackets allow for simple installation, and hinged faces with lockable, toolless latches allow easy access to sign components

**Lightweight** – Each sign in standard sizes weighs between 4.5 to 6 lbs. per square foot in both single and double-faced versions

**Long-Lasting** – Each sign is designed and assembled in the USA and includes a five-year warranty



### Did you know...

Directional Systems SNS Series sign's faces are fully customizable, can include a municipality's branding and logos, and are viewable while illuminated at night or turned off during the day.

# NEMA 4X DOT Series *Direct-view, Blank-Out*

## ■ DOT Series *Direct-View, Blank-Out LED Signs*



The DOT Series is Directional Systems direct-view, LED blank-out signs for traffic applications. When the sign's high-intensity, super-bright, narrow-viewing-angle LEDs are illuminated, the message is readable, even in direct sunlight. When the LEDs are off, the sign's face displays only the black background. The LEDs are arranged to form any message or MUTCD symbol against the sign's black face, which is covered by a protective 0.125 inch tinted, matte, impact-modified acrylic panel that provides anti-glare visibility and added durability.

Featuring only IP66-rated electronic components that are functional between -40°F and +165°F, and humidity ranges from 0 to 99 percent. Directional Systems DOT signs are controlled with a switch or an external relay. They come standard with a single power supply (but can be equipped with redundant power supplies) and use 100-240 VAC.

The 6063-T6 aluminum alloy cabinet is NEMA 4X rated and features stainless steel hardware and a hinged face. It uses a full-length, extruded hinge, and all exterior seams are continuous MIG welded to form a single structure. The cabinet face is flanged on all sides to shed water, and its door closes around its flanged frame and is compressed against a closed-cell silicone gasket to repel water further. The cabinet comes standard with a powder-coated black finish, with custom paint colors available.

DOT signs are available in numerous sizes, many of which comply with MUTCD guidelines and several mounting options.

The Directional Systems DOT Series is an excellent choice for traffic and transportation agencies looking to improve the safety and efficiency of busy roadways by garnering more attention to transportation risks and providing ample warning time with highly visible, illuminated signage.



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# ut LED Signs



X  
Message On

Down Arrow  
Message On

Messages  
Off

## Directional Systems DOT Series Signs are:

**Durable** – Meets NEMA 4X standards and features an extruded aluminum cabinet with welded seams, stainless steel hardware, and a hinged face with silicone gaskets, and lockable toolless latches

**Customizable** – Displays any message or MUTCD symbol and utilizes super-bright, direct-view LEDs in five different colors

**Visible** – Highly viewable day or night. Message is illuminated when on and "blanks-out" or extinguishes when off

**Versatile** – Messages can be overlaid on the sign's circuit board for less cost than a full-matrix sign

**Long-Lasting** – Each sign is designed and assembled in the USA and includes a five-year warranty



## Did you know...

Directional Systems DOT Series signs are built with a fully welded aluminum cabinet and silicone gasket-hinged face(s) with lockable stainless steel latches.



# NEMA 3RX STR Series *Blank-Out, Direct-View*



## • STR Series *Blank-Out, Direct-View LED Signs*



The STR Series is Directional Systems blank-out, direct-view, single-faced LED signs for traffic and other outdoor applications. These signs are an excellent choice for single-purpose messaging: the LEDs are illuminated and create the sign's message when illuminated, and "blank out" or disappear when off. These signs feature a black message face and a protective 0.125 inch smoked, matte, impact-modified acrylic panel that provides anti-glare visibility and added durability.

The messages of these signs are formed by illuminating high-intensity, super-bright, direct-view LEDs in a pattern (any number, letter, or phrase, and virtually any symbol can be created) against the sign's black face. When the LEDs (available in white, blue, green, amber, and red) are illuminated, the message is readable, even in direct sunlight. When the LEDs are off, the sign's face only displays a black background. STR signs are controlled with a switch or an external relay.

These signs will face extreme elements – rain, snow, snowmelt, humidity, dust, and temperature swings – so they feature a one-piece, corrosion-resistant, extruded aluminum frame. The sign cabinet is IP55/NEMA 3RX rated and comes standard with an electrostatically applied painted black finish, but custom paint colors are available. The STR series is available in several sizes, many of which comply with MUTCD guidelines and voltage options to fit your unique needs. Several mounting options are also available.



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# ew LED Signs



## Directional Systems STR Series Signs are:

**Durable** – Meets IP55/NEMA 3RX standards and features a one-piece, extruded aluminum cabinet with an electrostatically applied painted black finish

**Customizable** – STR Series signs can display any message or MUTCD symbol with super-bright, direct-view LEDs available in five different colors

**Visible** – Highly viewable, utilizing super-bright LEDs to display readable messages even in direct sunlight. They also “blank out” or extinguish when the LEDs are not illuminated

**Versatile** – Up to three messages can be overlaid into the sign’s face for less cost than a true variable message sign

**Long-Lasting** – Each sign is designed and assembled in the USA and includes a five-year warranty



## Did you know...

The STR Series can overlay different messages and LED colors on the sign’s face. This offers flexibility in changing the messaging based on various needs.



# NEMA 3RX STRB Series *Backlit, LED Blank-*

ONLY viewable  
when on



## ■ STRB Series *Backlit, LED Blank-Out Signs*



Directional Systems STRB Series signs are an excellent choice for traffic authorities looking for durable signage that illuminates a message when needed and “blanks out” (disappears) when it’s not. These signs feature high-impact acrylic faces with an anti-glare coating, allowing for full graphic customization while increasing durability.

These signs’ messages are formed by printing words, logos, or symbols on the acrylic face with UV-cured ink and illuminating high-intensity, super-bright LEDs behind the sign’s face. When the LEDs (available in white, blue, green, amber, and red) are illuminated, the sign’s message is readable in direct sunlight and low-light conditions. When the LEDs are off, the sign’s face only displays the black backdrop. STRB Series signs are controlled with a switch or an external relay. And with the LEDs’ expected lifetime of 50,000 to 100,000 hours, you can rest assured that your STRB sign will function flawlessly for years to come.

STRB Series signs will face extreme elements – rain, snow, snowmelt, humidity, dust, and temperature swings – so they feature a one-piece, corrosion-resistant, extruded aluminum frame. The cabinet and sign components can operate at temperatures between -40°F and +165°F and humidity ranges from 0 to 99 percent and are IP55/NEMA 3RX rated. The sign cabinet comes standard with an electrostatically applied painted black finish with custom paint colors available. The STRB Series is available in several sizes (many of which comply with MUTCD guidelines) and voltage options to fit your unique needs. Several mounting options are also available.



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# Out Signs

NO  
LEFT  
TURN  
ACROSS  
TRACKS

Message  
On

NO  
LEFT  
TURN  
ACROSS  
TRACKS

Message  
Off

## Directional Systems STRB Series Signs are:

**Durable** – Meets IP55/NEMA 3RX standards and features a one-piece, extruded aluminum cabinet with an electrostatically applied painted black finish

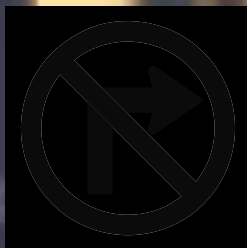
**Customizable** – STRB Series signs can display any message, logo, or MUTCD symbol on a black background; UV-cured ink printed on the sign's acrylic face is used to create them

**Visible** – Highly viewable, utilizing super-bright LEDs to display readable messages even in direct sunlight. They also “blank out” or extinguish when off; perfect for use in temporary state changes where the message is based on times of day or situations

**Long-Lasting** – Each sign is designed and assembled in the USA and includes a five-year warranty



Message  
On



Message  
Off



## Did you know...

Directional System STRB Series signs are capable of “blanking out” or extinguishing their message. These signs are helpful when there is a temporary state change to your message.



# NEMA 3RX STRI Series *Full-Face, Backlit LED*

Viewable when off during the day and on at night

## ■ STRI Series *Full-Face, Backlit LED Signs*



Directional Systems STRI Series signs were built to replace everyday blade signs. They bring customization, readability, directional guidance, safety, and durability into one illuminated sign. Intended for outdoor traffic, pedestrian, and parking applications, these signs feature a high-impact acrylic face with an anti-glare coating, allowing full-graphic customization and increased durability. High-intensity, super-bright LEDs can continuously illuminate STRI Series signs, but the message is always visible, even when the sign is not illuminated. These signs can even be controlled by a day/night timer to help lower energy costs.

The STRI Series signs will face extreme elements - rain, snow, snowmelt, humidity, dust, and temperature swings - so they feature a one-piece, corrosion-resistant, extruded aluminum frame. The cabinet and sign components can operate at temperatures between -40°F and +165°F and humidity ranges from 0 to 95 percent and are IP55/ NEMA 3RX rated. The cabinet comes standard in an electrostatically applied painted black finish with custom paint colors available.

The STRI Sign series is available in several sizes, many of which comply with MUTCD guidelines and voltage options to fit your unique needs. Several mounting options are also available.



Message is **ALWAYS**  
Viewable

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# D Signs



Backlight  
On



Backlight  
Off



Backlight  
On



Backlight  
Off

## Directional Systems **STRI** Series Signs are:

**Durable** – Meets IP55/NEMA 3RX standards and features a one-piece, extruded aluminum cabinet with an electrostatically applied painted black finish

**Customizable** – STR Series signs can display any message, logo, or MUTCD symbol on a white background; UV-cured ink printed on the sign's acrylic face is used to create them

**Visible** – Highly viewable, utilizing super-bright LEDs to display readable messages even in direct sunlight. The sign's message is always visible even when the sign is off

**Long-Lasting** – Each sign is designed and assembled in the USA and includes a five-year warranty



## Did you know...

Directional Systems STRI Series signs are used for messages that are always in effect. The sign becomes more impactful at night and during low-light conditions while it is illuminated.



# We do **MORE** than you think...

Let us manufacture a sign that meets **your** unique requirements.

Personalize **your** design with customized selections:

- Message wording, color, and font style
- Illumination style – direct-view or backlit
- Custom paint color and finish – including PMS color matching
- Full-color graphics and symbols, including PMS color matching for logo branding

Optional Accessories:

- Beacon strobe
- Piezo alarm
- Flasher
- Mounting Brackets
- Switches



**All Directional Systems Transportation & Rail Products Meet Requirements for, Build America, Buy America (BABA)**

BABA Mandates that federal infrastructure projects use materials and goods produced in the U.S. The policy seeks to bolster domestic manufacturing, create jobs, and strengthen the national economy by prioritizing American-made products and suppliers, ensuring taxpayer dollars support U.S. businesses.

**Directional**  
**Systems**

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