



# INSTALERT 24 VARIABLE MESSAGE SIGN

InstALERT 24 - ATS-5 Trailer & Cloud  
Model # 4001797

## InstAlert 24 Variable Message Sign

- Open dimensions: 1.63" x 28" x 60"
- Folded dimensions: 3.25" x 28" x 30"
- Folded sign fits in vehicle trunk, SUV hatch
- Full matrix display: 26 x 96 pixels, 0.6"x 1" pitch
- LED pixels: Amber 590nm, 30-degree viewing angle, 100,000 hrs, black background, universal display modules
- MUTCD compliant
- On-board message selector buttons for quick selection of 25 internal messages and modes with anti-tamper lockout
- Local and remote management and monitoring options
- Integral active cell modem allowing TrafficCloud Web-Based Management Services for remote management
- Integral camera for awareness and alert-driven images
  - 640 x 480 daylight images
- Power saving circuitry and automatic dimming for ambient light conditions with adjustable dimming range and manual display brightness override
- Conformal coating on all circuit boards
- Integral case handles and nylon web handles
- Weight: 43 pounds
- Weatherproof, inherently sealed design
- 1/8" tinted, non-glare, UV stabilized polycarbonate face
- Entire face is removable for service
- Aluminum chassis, 12 ga., with black powder coat finish
- Mounting provisions for permanent applications, (12) 1/4-20 threaded holes
- -40 to 160°F operating temperature range, 95% humidity, non-condensing (-20°F for Bluetooth communication)
- Withstands up to 70-mph winds



**INSTALERT 24 ON HITCH MOUNT**



**INSTALERT 24 ON POLE**



INSTALERT 24 ON PORTABLE POST



INSTALERT 24 ON ATS 5 TRAILER

## InstAlert Operation Modes

- **Message Mode:** Display one message, up to six screens
- **All Messages:** Sequence all messages in sign memory
- **Schedule:** Change message and/or mode up to 13 times/day
- Speed based modes available in the
- SpeedAlert 24 configuration
- Sign returns to last configuration when power applied

## InstAlert Messages

- **1-3 line messages**
  - 1 line: 24" H x 12.5" W characters, 4/line
  - 2 lines: 10.25" H x 5.75" W characters, 8/line
  - 3 lines: 7" H x 4" W characters, 12 per line
  - 2 lines: (1) 7" char, 12/line, (1) 10.25" char, 8/line
- Up to six screens per message
- Message power efficiency calculator in software
- Variable display time, flash and reverse rates
- for each screen
- Full graphics capability, each LED is individually controllable, programmable from PC, PDA or remotely
- Ability to link multiple messages for up to
- 144 screen animation
- Scroll through 25 user defined on-board messages using selector buttons built into sign, no training necessary; buttons on unit become inactive after timeout to prevent tampering, reactivate by reapplying power
- Unlimited message storage on PC, Android device or remote server
- Messages on sign are not erased when power is removed
- Sign returns to last message when power applied
- Actual sign preview on PC, Android or TrafficCloud

## InstAlert Programming

**Program and monitor the sign three ways:**  
**On-Board Programming (standard on all units)**

- Select message from sign's memory
- Select operation mode

## TraffiCloud® Web-Based Management Services

**Using integral cell modem for remote management**

*(See TraffiCloud specification for more information):*

- Turnkey system with remote sign connection functional out of the box. Unit connects to TraffiCloud system when sign is powered
- Fully hosted web-based management system
  - Internet-connected computer with browser provides anywhere access on all browser-capable, connected devices.
  - No IT involvement or support necessary. System bypasses customer network eliminating access issues
  - Cellular service provided by ATS, no separate cellular charges
  - Hosted database requires no setup or maintenance by customer
- **Apps:** All apps included in Message Suite:
  - Equipment Management: Change messages and settings remotely, monitor sign online
  - Image Management: Online image retrieval and management of images from internal camera
- **Alerts:** Email/SMS notifications for low battery and tampering, alerts can include images
- **Mapping:** Visually manage equipment and data
- Premier Care Perpetual Warranty

## ATS PC Sign Manager

**Local Management using PC with USB connection standard on all signs**

- PC-based client software
- Connect to sign via USB or Bluetooth (optional) ATS

**Android App:** Local management (optional):

- Android OS wireless Bluetooth control local to unit
- Android device can be phone or WiFi device with Bluetooth

**Local Management Features:**

- Create and change messages, modes and settings
- Local image retrieval and management from internal camera
- Manage all unit settings, automatic sync with TraffiCloud Web Based Management
- All traffic data and messages can be saved for online management and backup with optional TraffiCloud Message Suite
  - Create message and save to TraffiCloud library, messages available on all ATS Android App or PC Sign Manager devices
- Sign firmware field and remotely upgradeable

**InstAlert Settings**

- Configure the following parameters via PC, Android or TraffiCloud Web-Based Management System:
  - Load message using "Display Now" feature
  - Load 24 messages into sign's memory
  - Scroll messages in sign's memory
  - Display signs from server or local device memory
  - Set sign mode
  - Upload schedule
  - Set automatic dimming range minimum and maximum levels or manually override display brightness
- Internal real time clock, time maintained with power disconnected
- Set time via local device or sync with cell signal



### Scheduling

- All days, multiple messages: schedule up to
- 50 different messages or modes for up to 13 different time periods in a 24-hour day, repeats in each 24-hour cycle
- 7 day, multiple messages: schedule different messages or modes for up to 13 different time periods in each 24-hour day for each of 7 days, repeats in each 7 day cycle; up to 50 different messages can be used over the 7-day period
- All messages and scheduling reside on the sign – no external hardware necessary
- Program schedule via TrafficCloud Web, ATS Android app or ATS PC Sign Manager. Save to load onto multiple signs
- Camera activation controlled in schedule windows
- Internal real time clock, time and schedule maintained with power disconnected

### Data Logging Option for InstAlert units with the optional internal radar option – SpeedAlert 24

- Upgrade to the SpeedAlert 24, adding traffic radar to the InstAlert to enable collection of traffic data and speed display functionality
- See SpeedAlert 24 Specification Sheet

### InstAlert Sign Power

- Power Input, Max:
- 12VDC, 8A max, 96 W max; 4A, 48W typical

- Power saving circuitry and automatic dimming for ambient light conditions with adjustable dimming range and manual display brightness override

### SpeedAlert 24 Power:

- 12VDC locking plug, 30A capacity: Compatible power supplies include:
  - Vehicles' power port, with optional adapter
  - Trailer wiring adapter for hitch mount
  - POWERcase portable power supply, PC26 or PC36
  - 120 or 220 VAC Power supply in NEMA 4 enclosure
  - ATS 5 Trailer (batteries with optional solar assist: 235 or 470 Ah, 60W solar option)
  - Pole battery box: 156Ah battery with solar assist
- Battery level indicator on sign, ATS Android app, ATS PC Sign Manager or TrafficCloud Remote Management
- Auto recovery for battery with solar
- Power cable customer replaceable, gold-plated connector contacts, high visibility yellow cable

### Standard InstAlert System Components

- InstAlert Variable Message Sign
- ATS PC Sign Manager software with USB cable
- On-Board Controls

### InstAlert Mounting Options

- ATS 5 Trailer (refer to ATS 5 Specification Sheet for more info)



**INSTALERT 24 ON PORTABLE POST**

- Options using the InstAlert mounting bracket
- Hitch mount
  - Sign height: 25" to bottom, 53" to top of sign from receiver tube (final height dependent on receiver height, flip mounting bracket for an additional 12")
  - Fits 1.25" or 2" receiver, adapter included
  - ½" hitch pin
  - Locking rotation adjustment on 15-degree increments over 180 degrees,
  - +/- 5-degree tilt to adjust LED aim for maximum brightness
  - White powder coat finish with rear reflector
  - Not intended for operation above 15 mph
- Telescoping Hitch Mount**
  - All features of standard hitch mount, plus
  - Sign height: 53" to bottom, 81" to top of sign from receiver tube (final height dependent on receiver height, flip mounting bracket for an additional 12")
- Standard Folding Portable Post:**
  - Folds for easy storage and portability
  - 42" to 55" to bottom, 70" to 83" to top of sign depending on leg positions, rotate bracket for additional 12"

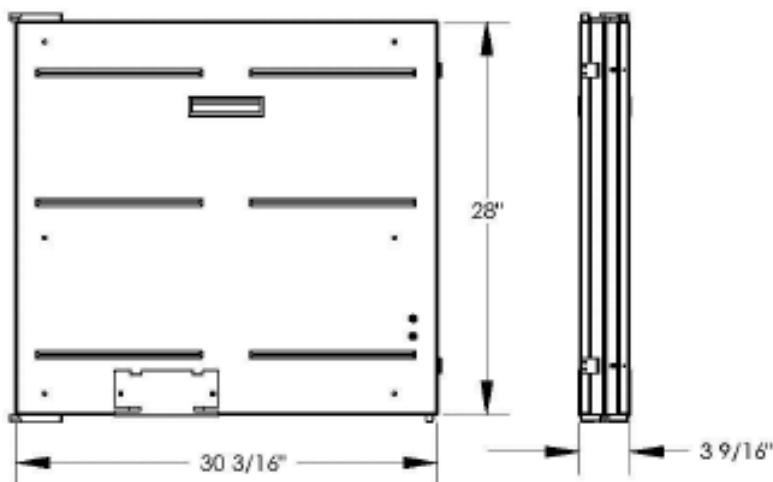
### Optional InstAlert Sign Components and Features

- TraffiCloud Web-Based Remote Management Service

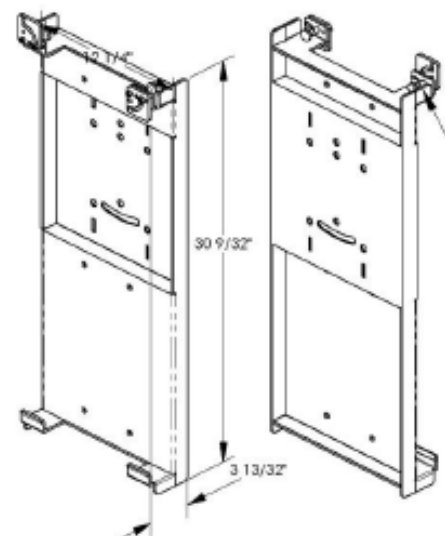
- ATS Android App, Bluetooth connectivity
- Padded carrying case with accessory pockets, shoulder strap
- Mounting bracket**
  - Mounts to pole or any surface using any hardware, no tools required
  - Tamper-resistant hardware compartment
  - Rotate bracket for additional 12" of mounting height
  - Aluminum with black powder coat
  - Sign can be locked into bracket
  - Bolt sign to mounting bracket for additional security
  - Mounting hardware supplied
- Internal radar allowing for speed display, speed dependent messaging and speed and volume data collection – SpeedAlert 24 radar message sign
- Drive Times sensor-free Time to Destination Service
  - Travel time data sent to sign every minute

### Warranty

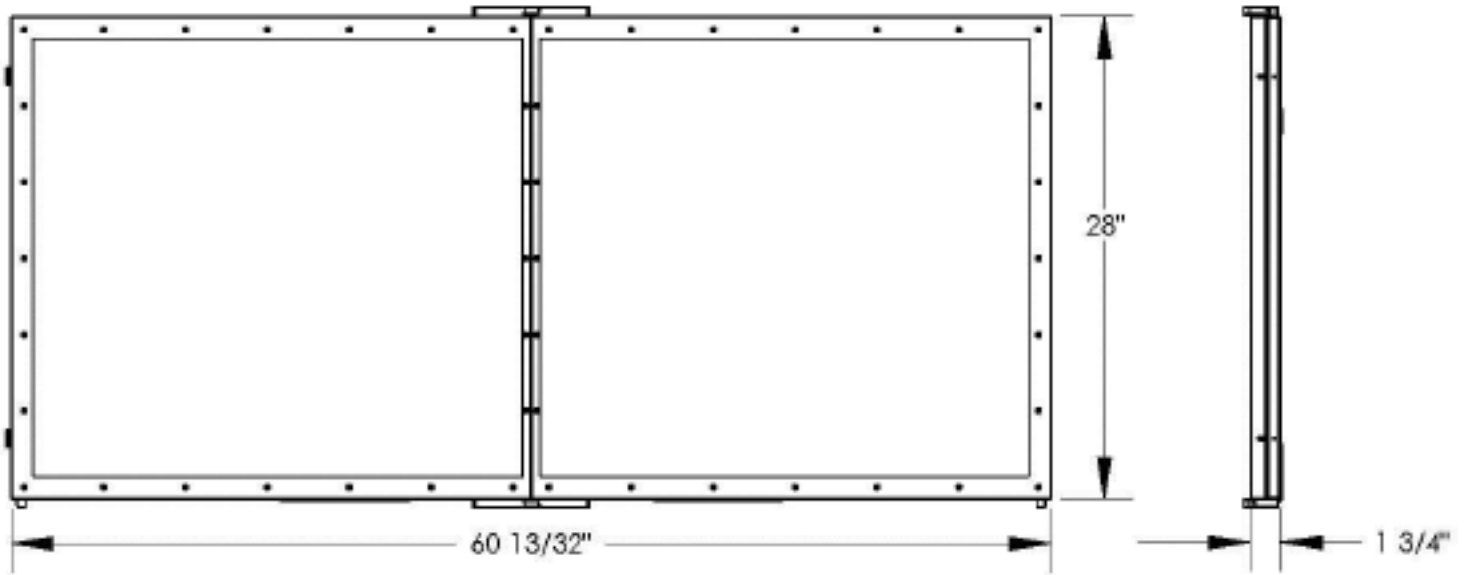
- PremierCare Perpetual Warranty available with current TraffiCloud subscription. Includes hardware defect repairs for the entire lifespan of your ATS products and discounts on accessories and other repairs
- ATS 3-year Manufacturer's Warranty comes standard on all InstAlert variable message signs



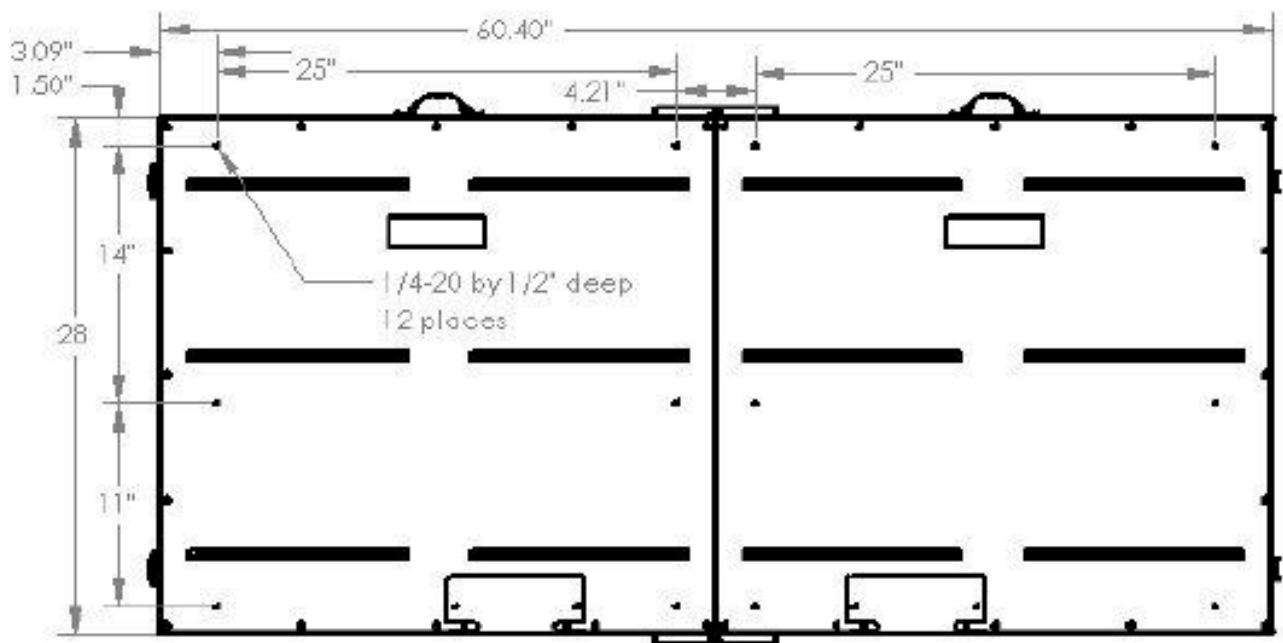
**INSTALERT DIMENSIONS: FOLDED**



**DIMENSIONS: MOUNTING PLATE**



INSTALERT 24 DIMENSIONS: OPEN



MOUNTING HOLE POSITIONS

For more information visit us online

 [sales@alltrafficsolutions.com](mailto:sales@alltrafficsolutions.com)  Call ATS on 866.366.6602

All Traffic Solutions. 14201 Sullyfield Circle, Suite 300, Chantilly, VA 20151

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SOLUTIONS





**ALL TRAFFIC**  
SOLUTIONS



Connected Solutions for Better Traffic Safety Outcomes

# TRAFFICCLOUD: PORTAL FOR REMOTE EQUIPMENT MANAGEMENT AND READY-MADE TRAFFIC REPORTS

[AllTrafficSolutions.com](https://AllTrafficSolutions.com)



MADE IN THE USA



## SAVE TIME & MAXIMIZE RESOURCES

TraffiCloud is a secure and user-friendly cloud-based portal for remote equipment management. Securely access, monitor, and manage all your traffic devices, messaging, and data from any Internet-connected computer or smartphone.



Access customizable dashboards to get up to 6 ready-made reports of data and analytics.



Remotely oversee and control devices. Collect data and real-time alerts, quickly change and schedule messages to adapt to changing situations.



Save time gathering and sharing data, enabling insights to optimize resource allocation and address speeding issues effectively.



Receive ongoing hardware defect repairs and remote diagnostics. Plus 50% off accidental damage or vandalism repairs and 50% off additional accessories throughout your product's lifespan.



Receive unlimited, personalized, one-on-one training, guides and on-demand video library for subscribers.

ATS  
TraffiCloud®

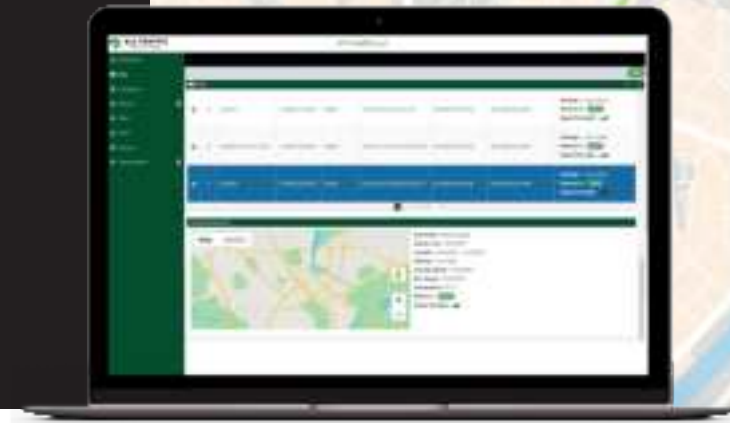


**“For us, the data is really priceless. It is truly a force-multiplier.”**

*– Sgt. Cooley, Cedar Hill Police Department*



# TRAFFICLOUD FEATURES



## User-friendly Portal and Intuitive Mapping

- Quickly oversee your entire program with an intuitive overview of all collected data or specific traffic devices.
- Review your equipment location, location history, and statuses through our system's interactive maps.



## Ready-made Reports

- Get up to 6 ready-made reports of data and analytics including an Enforcement Priorities report of speeds, vehicle counts, and more. Schedule recurring reports to designated specified users.



## Remote Equipment Management

- Control and configure your equipment and its settings from anywhere with an internet-connected computer or smartphone.



## Dynamic Messaging

- Create and modify messages and custom images either individually or in bulk.
- Schedule messages in advance or make updates within minutes.



## Sign and Device Modes

Tailor your traffic management approach based on your specific needs. Choose from our versatile sign and device modes, including:

- Stealth Mode
- Speed-Dependent Messaging Mode



## Real-time Alerts

- Stay informed via email or text with updates on low batteries, high-risk speeding, new equipment sites, and more. Assign recipients by unit and alert type for seamless communication.

**“TraffiCloud has been invaluable to us. It’s the tool we will always use. Everybody’s town is different, and there are many ways to use TrafficCloud for your particular traffic challenges.”**

– Sgt. Finrock, Clarendon Hills Police Department

RADAR SPEED AND  
MESSAGE SIGN

# ATS TraffiCloud®

REPORTING, ANALYTICS  
AND ALERTS

COUNT AND  
CLASSIFY

SHIELD SPEED  
DISPLAY SIGN

VARIABLE  
MESSAGE SIGN



For more information visit us online at [AllTrafficSolutions.com](http://AllTrafficSolutions.com)

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# ATS 5 TRAILER



## The ATS 5 Trailer is compatible with the following products:

- Shield 15 (Sh15) Radar Speed Display
- SpeedAlert 18 or 24 (SA18 and SA24) Radar Message Sign
- InstAlert 18 or 24 (IA18 and IA24) Variable Message Sign
- 5' minimum to bottom of sign

## Features

- 620 lbs with 225Ah battery capacity and SpeedAlert/InstAlert 18
- 760 lbs with 450Ah battery capacity SpeedAlert/InstAlert 24
  - Add 130 lbs for additional battery pair (145 lbs for AGM)
  - Add 60 lbs for 120W solar panel
  - Add 40 lbs for 65W solar panel
- **Tongue weight:** 20 lbs
- **Dimensions:** 61.5 inches long x 62.5 inches wide x 64 inches high (stowed)
- Simple manual lever lift system for one-person setup
- Removable tongue for 2-inch ball, lockable
- Storage for tongue and lift bar in locked battery compartment
- 16 ga. steel locking battery compartment with vented battery chamber, charger/accessories chamber and 1/8-inch aluminum diamond plate lid
- Continuous-weld steel frame, white marine grade powder coat finish
- **Wheels:** 12 inches, five-bolt steel rims with 4.5-inch bolt circle
- Replaceable steel fenders, weight supporting
- Locking wheel lug bolts, one per wheel, with removal tool
- **Axle:** 2000-lb leaf spring
- **Ground Clearance:** 9.75 inches under axle, 19 inches under chassis
- **Jacks:** 4, retractable crank type, fully adjustable at each corner, 1500-lb capacity each

- Recessed tail lights and DoT-approved lighting
- Safety chains, 30 inches with hooks
- DoT-approved red/white reflective tape
- License plate holder with light

## Power

- 12 VDC system, standard four pin wiring plug
- 225Ah or 450Ah batteries, (2) 6VDC batteries in series, deep cycle marine (130 lbs per pair, two pair max)
- 20A time delay fuse on battery supply
- 120W solar assist with 10A solar controller to prevent overcharging, other solar wattages available
- Solar panels charge while sign stowed or deployed
- 10A 120VAC automatic charger with externally accessible AC connection
- Switch to control power to sign

## Options

- 30 in x 36 in speed limit sign and interchangeable digits for 5-65 mph display and locking hitch pin for display and stowing; digit storage in battery compartment
- Red and Blue violator strobe light bar, set to flash above user set speed
- Low voltage disconnect solar controller to turn off sign if power falls below 11.5VDC (decreases run time)
- 2 and 5/16-in ball or pintle hook, adjustable height, on removable tongue
- Orange powder coat finish (minimum order quantity)
- AGM sealed batteries for lower temperature use, -40F (185Ah per pair, 370Ah max)
- Tamper alarm with adjustable sensitivity
- Wheel lock bar
- 14-inch wheels and fenders
- Speed-dependent messaging option

## Warranty

- 1-year warranty (three months on batteries)

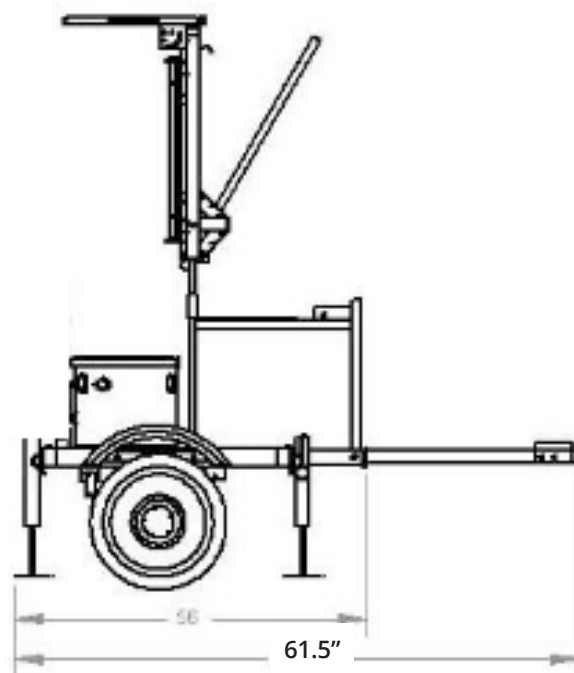
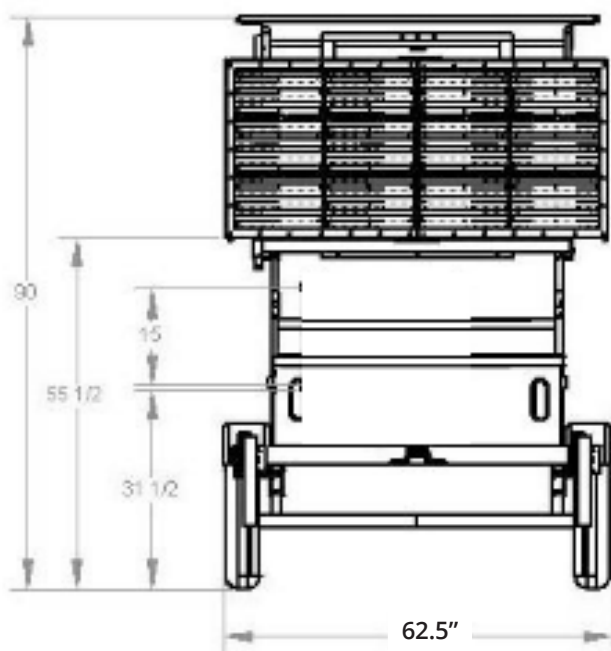


### Compatible with these ATS Products

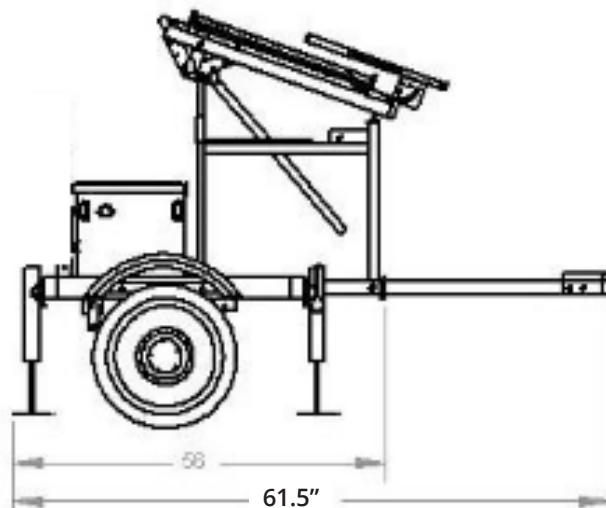
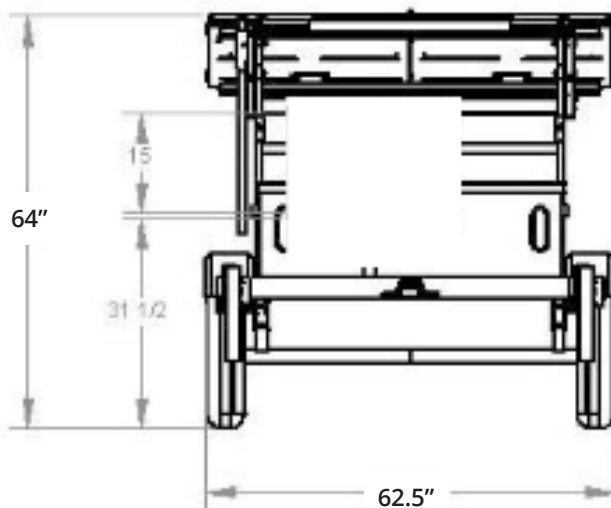
1. SpeedAlert 24 (optional light bar)
2. SpeedAlert 18
3. InstAlert 18
4. InstAlert 24
5. Shield 15



ATS Trailer: Deployed with SpeedAlert 24



ATS Trailer: Stowed with SpeedAlert 24





# PREMIER CARE PLAN

## PREMIER CARE COVERS ANY MANUFACTURING DEFECT ON AN ATS-MANUFACTURED UNIT DURING ITS LIFESPAN, PROVIDED THE UNIT IS SUBSCRIBED TO TRAFFICLOUD®.

In cases of a manufacturing defect, ATS will pay for shipping to and from the Customer. ATS reserves the right to repair or replace the warranted part or parts at its sole discretion. Units will be repaired expeditiously, however, repairs on older units may be delayed due to the availability of parts. If ATS deems the issue not to be caused by a manufacturing defect, the Customer will be notified and given the option to proceed with product repairs at standard ATS repair rates.

Premier Care does not include the use of a loaner unit while the unit is being serviced.

As an additional Premier Care benefit, the following items are covered at 50% of standard ATS repair rates:

- LFP batteries
- Damage resulting from misuse or abuse that include using the product in ways for which it was not intended
- Vandalism
- Accidents
- Damage due to incorrect installation or operation
- Acts of nature
- Normal wear and tear such as frayed cords or cables, broken connectors, scratched or broken enclosures

The following items are not covered by Premier Care:

- SLA (sealed lead acid) and trailer batteries
- Trailers are not covered under Premier Care, only the display units on the trailers are covered

ATS is not responsible for any consequential damages that result from violent maneuvers, collisions, or other circumstances, even though the device(s) is/are used according to instructions. ATS specifically disclaims any liability for injury caused by the product in all such circumstances. As an expressed warning, the user should be aware that ATS specifically disclaims any liability for injury caused by the product in all such circumstances involving harmful personal contact.

Visit our support page at:

**[https:// www.alltrafficsolutions.com/support](https://www.alltrafficsolutions.com/support)**.