



FLOWELL by COLAS

Solution for Active Road Markings.

Abstract

Flowell is an innovative LED-embedded active road marking solution. It's a versatile, scalable innovation that improves traffic flows and road safety.

Flowell is a road-integrated illuminated thin LED panel bonded to the road surface. The solution consists of thin panels (8mm) of LEDs encapsulated in a multi-layer substrate.

The visibility of Flowell especially in dark or adverse weather conditions is unparalleled and offers new possibilities to improve safety on the highway.

Flowell has been fully tested at our internal laboratories and can bear all vehicle loading and delivers the same skid resistance and grip as conventional road surfacing.

Use Cases

Flowell allows highways engineers the ability to create dynamic road markings, either by backlighting existing markings or displaying new ones. This unique feature opens new possibilities in term of traffic safety and management.

The technology is a versatile, scalable innovation that can be used for a number of applications on motorways, trunk roads or urban roads. It also finds new fields of application in dynamic parking management, railways crossings and railway stations, aircrafts guidance on airfields.

- Smart dynamic crosswalks
- Bike priority at intersection
- Traffic discipline and guidance on roundabouts
- Lane closure and lane sharing on highways
- Speed calming and warning signal

Experimentations in progress

Flowell is being implemented and tested through a series of pilot projects. 12 projects have been implemented as of September 2021.

There are currently several use cases being tested: speed moderation, cycles or pedestrian prioritization, dynamic crosswalks, vehicles guiding...

Each project is evaluated through **impact surveys** that measures how Flowell makes a difference on traffic flows, road safety and user experience.

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