

A nighttime photograph of a multi-lane city street, likely a highway or bridge, with light trails from vehicles. The scene is framed by a thick red border. In the background, there are tall city buildings and streetlights. The text 'LITTLE STAR TRAFFIC LIGHT' is overlaid in large, bold, red capital letters.

LITTLE STAR TRAFFIC LIGHT

Traffic Light for Everyone

LITTLE STAR TRAFFIC LIGHT

Traffic light designed to
provide equal safety for both
color-blind and non-color
blind people



COLOR BLIND PEOPLE POPULATION



World Statistic

- 300 mln people
4% of the world population
- 1 in 12 men (8%)
 - 1 in 200 women (0.5%)

COLOR BLINDNESS

- Described as poor or deficient color vision.
- Inability to see the difference between certain colors



More men than woman likely to born with color blindness



Most color blind people between certain shades of red and green



Usually genetically inherited.
Thus not treatable.

An aerial night view of a city street, likely in New York City, showing tall buildings with lit windows and a busy street with traffic. The text is overlaid in the center.

**HOW DOES COLOR BLIND DRIVERS
SEE THE TRAFFIC LIGHT?**

ANTHEM

ELEGANT
RESIDENCE

NON COLOR BLIND



People with no color deficiency can see the traffic light color

COLOR BLIND



Color blind people suffer to distinguish the traffic light colors

DRIVERS

TRAFFIC LIGHT FOR BOTH COLOR
BLIND AND NON COLOR BLIND
PEOPLE IMPROVING THE SAFETY OF
THE ROAD



PEDESTRIAN

- SAFETY FOR DRIVERS
- SAFETY FOR THE PEDESTRIANS

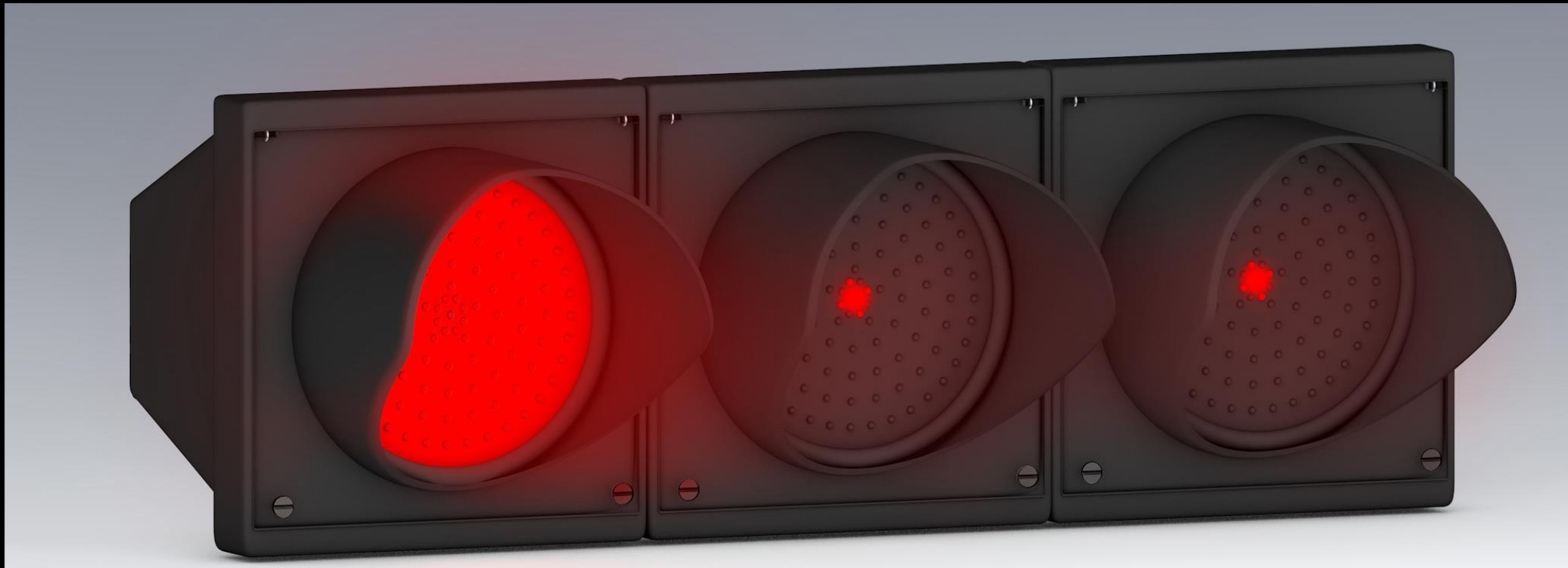




LITTLE STAR TRAFFIC LIGHT

- Traffic light designed for all people consisting color blinded people and normal eye sighted people .
- iF 2021 Design award for its outstanding design and product that is designed to improve the quality of life and wellbeing of the community.

LITTLE STAR TRAFFIC LIGHT



LITTLE STAR TRAFFIC LIGHT



LITTLE STAR TRAFFIC LIGHT MECHANISM



STRUCTURE

Position Indicator LEDs installed in each PCB with surrounding the middle LED



PRINCIPLE

Position indicator LED consist two colors. The colors differ from each other and cross installed on a middle LED of PCB. As PCB, the signal is on, position indicator LEDs are also lit simultaneously as color of the PCS

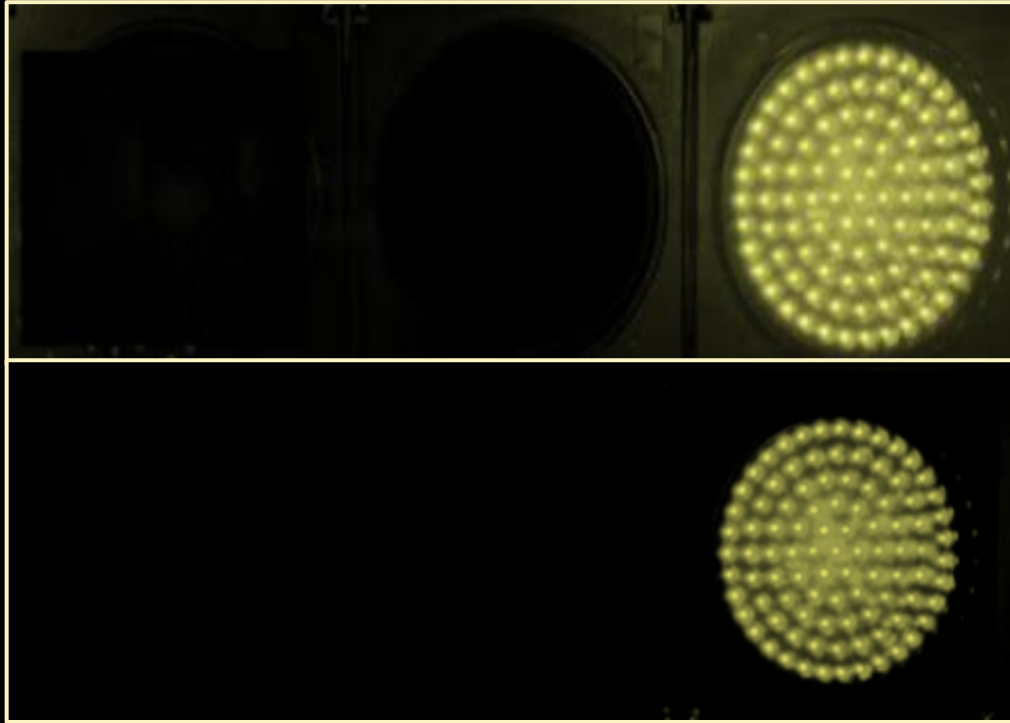


POSITION
INDICATOR

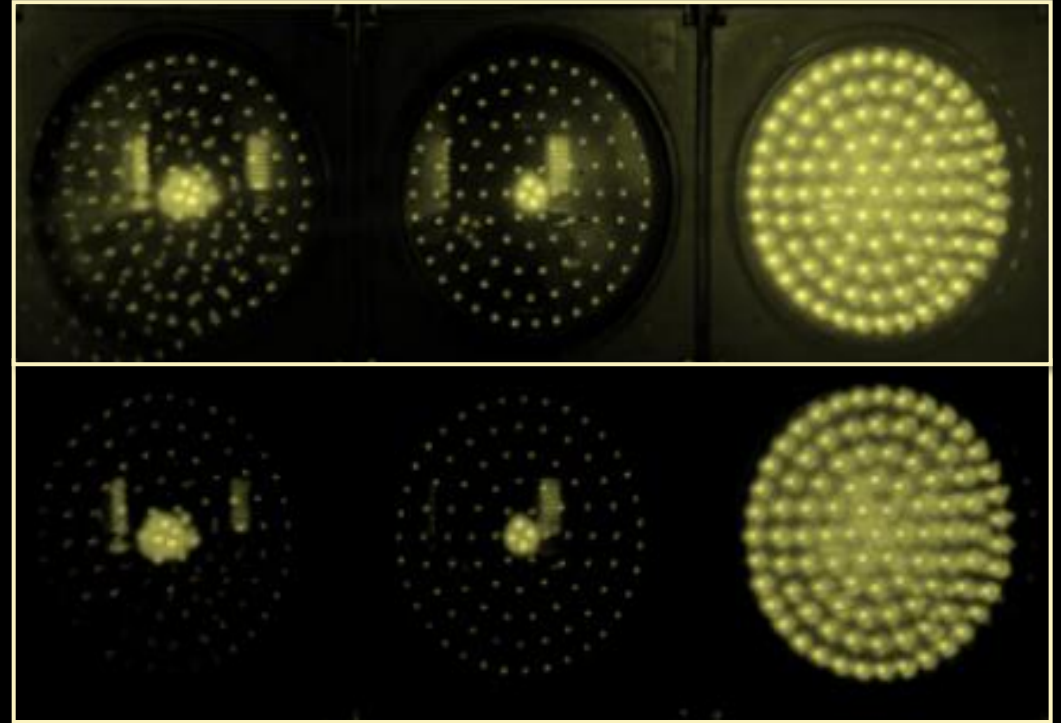
SIGNAL

POSITION
INDICATOR

TRAFFIC LIGHT NIGHT VIEW COMPARISON



NORMAL TRAFFIC LIGHT



LITTLE STAR TRAFFIC LIGHT

WHAT WE OFFER



**ADVANCED AWARD
WINNER TRAFFIC
LIGHT**



COMPETITIVE PRICE

**CURRENT TRAFFIC LIGHT
VS LITTLE STAR TRAFFIC
LIGHT**



EQUAL SAFETY

**FOR DRIVERS AND
PASSENGERS**

LITTLE STAR TRAFFIC LIGHT



REDUCE NUMBER TRAFFIC ACCIDENT

The number of traffic accident of color-blind driver was about twice as high as that of non-color-blind driver



MAKE TRAFFIC LIGHT COLOR DISTINGUISHABLE FOR ALL PEOPLE

- The LCD Technology Makes The Light Easily Distinguishable
- **Reduce Inequality Within And Among Countries For The Color-blind People**



ENHANCE THE SAFETY OF COMMUNITY

- **BUILD MORE SUSTAINABLE CITIES AND COMMUNITIES**
- **SAFE INFRASTRUCTURES**

REDUCE NUMBER TRAFFIC ACCIDENT

- The number of traffic accident of color-blind driver was about twice as high as that of non-color-blind driver
- Little star can reduce the overall traffic accidents by 2% at least.

COLOR DISTINGUISHABLE FOR ALL PEOPLE

- The LCD technology makes the color of the signal easily distinguishable for all people
- Reduce Inequality Within And Among Countries For The Color-blind People



REDUCE THE ECONOMIC LOSS

- By reducing the overall traffic accidents by 2% at minimum, we can reduce the both economic and social loss caused by traffic accidents

ENHANCE THE SAFETY OF COMMUNITY

- Build more sustainable cities and communities
- Safe infrastructures

AWARD AND CERTIFICATION

REGISTERED FOR
KOREA
INTELLECTUAL
PROPERTY OFFICE



DESIGN
AWARD
2021

DISCIPLINE PRODUCT
CATEGORY 1.19 Public / Retail

Little Stars traffic light

Traffic Light

DESIGN
Korea Nuclear Engineering
Co., Ltd.
Seyup Lee
Seoul, Republic of Korea

CLIENT / MANUFACTURER
edge X
Seoul, Republic of Korea

PATENT
APPLICATION
FOR DESIGN

30-2021-0024074

300M

LITTLE STAR TRAFFIC LIGHT

- EQUAL
- UNIVERSAL
- ADVANCED
- ACCESSIBLE