

## How it works

- Novus Alpha uses GPS technology to determine its proximity to speed cameras
- Novus Alpha displays your current speed whilst in motion
- The Novus Alpha database warns the driver of an approaching speed camera by an initial voice alert typically at 500 yards. Novus Alpha announces and displays the speed limit of the road
- If at 200 yards the vehicle is exceeding the speed limit, Novus Alpha will advise the driver to reduce speed
- Novus Alpha sounds an alert as the vehicle passes the speed camera

### Road specific alert versus simple zonal alert explained

Lower cost locators typically use a Simple Zone method. They advise the driver that they are approaching a camera by generating a warning whenever a vehicle crosses the boundary of a 500 yard circle centred on the camera position regardless of the vehicles direction. From the illustration below it can be seen that there are many roads within the shaded 500 yard zone and will give rise to the possibility of many false alerts using the single activation point method.

Novus Alpha removes false alerts by using a two position activation method, using an initial activation point and camera location. Novus Alpha will only generate a warning when a vehicle passes an activation point and is driving towards the camera. Should a vehicle be driving from the opposite direction, the vehicle will not pass the activation point and no false alarm will be raised. If the driver joins from a side after the activation point, then Novus Alpha senses the direction of travel and compares it with the direction of the speed camera and activation point and warns the driver of a speed camera ahead if driving in the direction of the camera.

'SZA' devices will warn of the camera upon entering and driving within any part of this radius zone. Unless the camera is on your road, this will give the driver unnecessary false alerts.

'RSA'  
Initial  
Activation  
Point

'RSA' device warns only when approaching a camera on your road. This gives a specific and informed alert.



**NOVUS**  
ALPHA

**NOVUS**  
ALPHA

**100%  
Legal**

**WITH  
UNIQUE ROAD  
PROFILING  
FEATURE**

**GPS Speed Camera  
Alert System**

**State of the art -  
with voice alerts**

**FULLY FUNCTIONAL  
REMOTE CONTROL**



Vehicle based speed profile



Accident black spots



Fixed and mobile speed camera sites



Emergency positioning



Speed limits



Congestion charging zone



Compass



# NOVUS ALPHA

## Capabilities

- Warnings of fixed cameras including Gatso, Truvelo, SPECS, Speedmaster and DS2
- Warning of red light cameras
- Warning of possible mobile sites
- Warnings of accident black spots
- Unique vehicle based road profiling feature
- Timed warning of congestion charging zone
- Additional journey information including compass, average speed, maximum speed, elapsed time and odometer
- SOS positioning feature providing precise GPS location in the event of breakdown or emergency

## Features

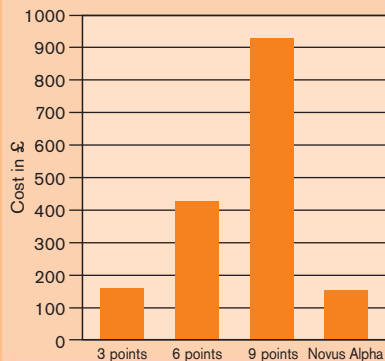
- Easy "Plug and play" dashboard mounting system with rubberised magnetic mount
- Clearly announces and displays the legal speed limit when approaching speed camera sites
- Bright OLED display allowing both night and day operation
- Fully functional remote control.



## Subscription

- 12 months subscription included
- Ongoing subscription costs are £19.99 per year
- Our comprehensive database is continually updated by a professional survey team

Extra motoring costs over five years



## Penalty points – The true cost

Just three penalty points can now start to have an impact on your premium.

Right is an illustration of the possible additional motoring costs covering fines and increases in insurance over a five year period assuming

- Female driver aged 37
- With 5 years No Claims Discount
- Driving a Ford Focus

## Vehicle based road profiling

With Novus Alpha drivers can be advised of the correct speed limit warning, adjusted for the category of vehicle being driven.

### UK Speed limits for road and vehicle type

	Built up Area	Single carriageway	Dual carriageway	Motorway
Type of Vehicle	MPH	MPH	MPH	MPH
<b>Car and Motorcycle</b> Includes car derived vans up to 2 Tonnes	30	60	70	70
<b>Car towing</b> Includes car derived vans and motorcycles	30	50	60	60
<b>Buses &amp; Coaches</b> Not exceeding an overall length of 12m	30	50	60	70
<b>Goods Vehicles</b> Not exceeding 7.5 Tonnes maximum laden weight	30	50	60	70*
<b>Goods Vehicles</b> Exceeding 7.5 Tonnes laden weight	30	40	50	60

\*60 mph if the vehicle is articulated or towing a trailer

## Vehicle profiles

The vehicle profile feature will adjust the speed limit announcement of the Alpha according to the type of vehicle that is being driven. When the Alpha is first switched on it will announce the current active vehicle profile and show an icon on the basic operating screen. The driver should ensure the correct profile is selected for their vehicle.

*Example of operation:*

A mobile camera can be enforcing a section of dual carriageway where the speed limit is posted as 60 mph.

If the profile is set to 'Car' (the default value) then the Alpha will warn; 'Warning possible mobile camera ahead, limit 60 miles per hour'.

If the profile is set to 'Goods vehicle exceeding 7.5 Tonnes' then the Alpha will warn; 'Warning possible mobile camera ahead, limit 50 miles per hour'.

