

Robert Roth joins TrafficCalm Systems

May 5, 2021

Post Falls, Idaho USA

One of the world's leading wrong way warning system design engineers, Robert Roth, has joined the team at TrafficCalm Systems as a Senior Applications and Product Development Engineer.



Robert has designed and installed hundreds of wrong way detection and warning systems all over the world while working at TAPCO Inc. and TransCore ITS. He honed his engineering skills at places like Bell Atlantic Mobile and GigaHertz Corp. Robert Roth has over 27 years of private sector experience in the design, deployment and integration of intelligent transportation (ITS), intelligent warning (IWS), and communication systems technologies.

"With our explosive growth at TrafficCalm it became clear that we needed to add to our engineering team. We always want to add world-class talent at every position. Rob is so highly thought of in the industry, we knew it had to be him. With our existing deployments and pending projects, we expect to be the world's leading provider of wrong way warning systems by the end of the year; Robert will help us achieve that goal and elevate our continuous product improvement." – John Ragan, President @ TrafficCalm Systems.

Prior to working in the private sector, Roth served full time on active duty with the United States Navy for five years as a Combat Engineering Officer in the Seabees, after which enrolled in the Naval Reserves, a position he held for 31 years. He has deployed several times to the Middle East. Robert received his Electrical Engineering degree from the University of Wisconsin.

About: TrafficCalm Systems, LLC is headquartered in Post Falls Idaho and manufacturer of traffic safety products such as solar powered LED flashing sign systems, radar driver feedback signs, intelligent warning systems and wrong way warning and notification systems. The products are sold in all 50 States and 9 other countries.