

## **World Patent Marketing Success Team Introduces HWY Traffic Control, A Road Safety Invention That Warns People Of Upcoming Hazards**

*World Patent Marketing Reviews a New Road Safety Invention. Will HWY Traffic Control be the Next World Patent Marketing Low Cost Success Story?*

Miami, FL ([PRWEB](#)) October 30, 2016 -- World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, introduces HWY Traffic Control, a road safety invention that will help prevent accidents and pileups.

“The road safety industry is worth \$6 billion,” says Scott Cooper, CEO and Creative Director of World Patent Marketing. “Increased road accidents have led to a greater need for road safety and security, bolstering this industry.”

“Much of the traffic and accidents on the highway happen because people can’t tell what’s coming up next on the road,” says Jerry Shapiro, Director of Manufacturing and World Patent Marketing Inventions. “People slow down or stop and some drivers can’t react in time. This road safety invention was created to give drivers an idea of what’s coming up ahead.”

HWY Traffic Control is a road safety invention that will inform drivers on the road. There are many factors that can affect a driver’s ability to drive safely, such as sudden traffic, rain, and fog. Sometimes, these are difficult to see coming, so this invention was created to warn people of upcoming hazards on the road. HWY Traffic Control consists of lights placed on the side of the highway, one ever quarter mile or so. These lights are equipped with sensors that will automatically detect what is going on in the area, whether it be traffic, bad weather, or any other hazards and warn drivers ahead of time. This will help ensure safety on the road by giving people plenty of time to react to upcoming problems. HWAY Traffic Control will inform people and help keep them safe.

"Highway traffic is, in fact, one of the most stressful everyday chores or tasks for almost all highway drivers and stress affects the way people drive," says inventor Peter Z. "Finding a way to help cut down on stress, ease driving, prevent accidents, and highway pileups, and save lives are what brought me to conclusion of coming up with a system to control traffic and help warn drivers of upcoming hazards on their path."

HWY Traffic Control is a road safety invention that uses periodic lights on the highway to warn people of oncoming traffic. This will help prevent accidents on the road.

### **ABOUT WORLD PATENT MARKETING**

World Patent Marketing is always looking for new [invention ideas](#). The company provides invention services and is one of the only patent companies that engineers and manufactures its own products. The company is broken into six operating divisions:

Patent Assistance and Research \* Prototypes and Manufacturing \* Distribution and Retail \* Digital Marketing and Social Media \* Direct Response TV and Internet Video Production \* Patent Licensing & Investments

As a global leader in the patent invention services industry, World Patent Marketing is by your side every step of the way, utilizing its capital and experience to guide the invention process towards a successful product

launch so you can be one of the next [World Patent Marketing Success Stories](#).

[World Patent Marketing Reviews](#) enjoy an A+ rating with the Better Business Bureau (World Patent Marketing BBB) and has earned five-star ratings from Google and consumer review sites such as Consumer Affairs, Trustpilot, Shopper Approved, Customer Lobby, ResellerRatings, My3Cents and World Patent Marketing Glassdoor.

The CEO of World Patent Marketing, Scott Cooper, is also a Director of The Cooper Idea Foundation is the founder of the New York Inventors Exchange and has also been a proud member of the National Association of Manufacturers, Duns and Bradstreet, the US Chamber of Commerce, the South Florida Chamber of Commerce, the Miami Beach Chamber of Commerce, the Greater Miami Chamber of Commerce, the Association for Manufacturing Excellence and the Society of Plastics Engineers.

Those who are wondering how hard is it to get a patent or how much does it cost to patent an idea, should contact the invention marketing experts.

World Patent Marketing credits its invention success to it's powerful and influential advisory board and its controversial "shock content" approach to [invention marketing](#). According to Scott J. Cooper, the CEO and Creative Director of [World Patent Marketing](#), "[complaints](#) from competitors are just part of the World Patent Marketing cost of doing business."

To [submit invention ideas](#), contact World Patent Marketing at (888) 926-8174. Corporate headquarters located at 1680 Meridian Avenue, Miami Beach, Florida 33139.



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