

FOR IMMEDIATE RELEASE

Revolutionizing Road Safety: Introducing the IMAMS™ — Intelligent Motorist Alert Messaging System for Semi-Trucks and Trailers

Orlando, Florida — October 21, 2025 — The freight and logistics industry is entering a new era of safety, communication, and revenue potential with the introduction of the **IMAMS™ (Intelligent Motorist Alert Messaging System)**. Designed for installation on semi-trucks and trailers, IMAMS™ represents a groundbreaking innovation that enhances roadway safety for professional drivers and the motoring public alike.

Featuring advanced **LED Dynamic Messaging Displays**, IMAMS™ integrates **4G connectivity, GPS tracking, and environmental sensors**, enabling real-time public safety communication. The system is capable of automatically receiving and displaying **critical messages**, including **AMBER Alerts, severe weather warnings, accident notifications, and emergency advisories**. Mounted at the **rear of semi-trailers and tractor cabs**, the units double as **high-mounted third brake lights, directive turn signals, dynamic emergency flashers, and rearview camera housing**, enhancing visibility and reaction time for trailing motorists.

When a semi-truck becomes disabled, IMAMS™ goes beyond traditional static warning triangles or flares by projecting **dynamic visual alerts** such as:

- **“Disabled Vehicle”**
- **“Move Over”**
- **“Slow Down”**
- **“Alert”**

These intelligent warnings meet and potentially improve upon compliance with **49 CFR 392.22(b)(1)(2)** while adding a proactive communication layer never before available to fleet operators or independent drivers.

In addition to safety benefits, IMAMS™ creates a potential **new revenue streams for fleet owners and operators**. When not displaying public safety information, the digital signage can be

configured to broadcast **licensed, paid advertising messages**. This unique model transforms the back of every trailer into both a **safety tool and a revenue-generating asset**, delivering monthly income to fleet customers while keeping highways safer.

Key Features at a Glance:

- Bright, dynamic LED safety messaging visible day or night
- Built-in **rear-facing camera and backup beeper** assist with maneuvering
- **4G cloud connectivity** for OTA (over-the-air) updates and live message synchronization
- **Environmental sensing** for severe weather detection and auto-alerting
- Integrated paid-advertising platform for recurring revenue

Industry Benefits:

- **Fleets gain safer roads**, reduced liability exposure, and potential insurance premium reductions
- **Drivers gain peace of mind**, knowing their vehicles can automatically warn surrounding motorists in emergencies
- **Companies gain a new revenue model** that offsets hardware investment over time through ad network participation

“Safety and innovation go hand in hand. IMAMS™ isn’t just about complying with federal standards—it’s about redefining how trucks communicate with other motorists and bridging the gap between technology, safety, and profitability,” said CEO Paul Hutchins, of IMAMS Technology. “By leveraging intelligent alerts and dynamic communications, fleets can help save lives, protect their assets, and open new revenue channels.”

About IMAMS Technology

IMAMS Technology is an innovator in smart transportation safety technologies, committed to developing intelligent systems that protect lives on the road while helping fleets operate more efficiently and profitably.

IMAMS is scheduled to launch at the MCE25 ATA Trucking Management Conference in San Diego California on October 26th 2025 at booth #11040.

For press inquiries, product demonstrations, or partnership opportunities, please contact:

Media Contact:

Paul Hutchins

Owner / Inventor

IMAMS Technology

<https://imamstech.com/>

407-506-9000

info@imamstech.com