

Samsung: Rolling with Life-Saving Signage

Written by Bob Snyder
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In **Argentina**, traffic accidents kill one person every hour.

On narrow two-lane roads, impatient drivers often pull out hoping to overtake slower-moving trucks-- and hit head-on the on-coming traffic.

Samsung and its agency **Leo Burnett Argentina** wanted to help reduce the number of traffic-related deaths caused on those dangerous roads.

Their idea, now an international award winner, was to install a wireless camera on the front of Samsung trucks and mount four Samsung outdoor monitors on the back.

Traffic stuck behind a truck on a two-laner can have a clear view of traffic from the opposite direction-- making a driver's decision to overtake another vehicle less risky.

The video showing the tech in action has racked up nearly 2 million YouTube views so far.

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Watch [Samsung Rolls Out Life-Saving Signage](#)