Dutchman Brings Glow To Night-Driving

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ReutersVideo

'Glowing lanes' on highways could spell the end of costly street lighting, according to a Dutch designer. Daan Roosengaarde's 'Smart Highway' involves photoluminescent paint markings on roads that are charged in sunlight and glow at night to denote lanes. Reuters' Jim Drury reports.

If you're having trouble watching this video, try downloading the latest version of Flash Player [1] or contacting your IT department.

Have any comments or questions about our video editions of IMPO? Or do you have a video you'd like to see featured in one of our deployments? Email me at Rachel.lmmel@advantagemedia.com [2].

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Links:

- [1] http://get.adobe.com/flashplayer/
- [2] mailto:Rachel.Immel@advantagemedia.com

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