

Ourston Roundabout Engineering, Inc.

Introducing Roundabouts in North America

Ourston Roundabout Engineering, Inc. is America's leading roundabout specialists. Ourston has been the brains behind America's first roundabouts, including the first modern roundabout in America in Las Vegas, Nevada, I-70 in Vail, Colorado, and many more.

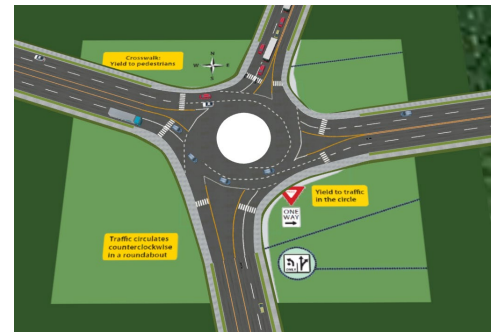
PROBLEM

Introducing roundabouts in America has not been an easy task. Though many state officials now accept that roundabouts are safer and more efficient than the traditional intersections, the public still needs convincing. Purely due to misconceptions and lack of knowledge, drivers are hesitant on seeing roundabouts being built in their neighbourhoods.

SOLUTION

Ourston has utilised educational videos and pamphlets in attempt to convince the American public that roundabouts are nothing to be afraid of, but neither have been successful.

When Ourston landed on a massive project for US41 in Wisconsin, involving 44 new roundabouts, the President of Ourston, Mr. Mark Lenters, came across FORUM8 and its 3D Visual Interactive Simulation package, UC-win/Road.



UC-win/Road was able to provide a practical solution whereby the public could drive through the planned roundabout in virtual reality. Using USB steering wheel with UC-win/Road, members of the public were able to drive on the proposed roundabouts first hand. In the photo-realistic and spatially-accurate environment of UC-win/Road, drivers could understand exactly what their journey to work would be like after these roundabouts were built.

RESULT

Mr. Lenters believes that "roadway designers need to take advantage of these innovations to present the public with the best possible illustration of their proposed projects". For no more than \$15,000, Ourston was able to obtain a portable driving simulator with customized simulation environment – a very little price for providing safe solution to America's increasing traffic.

