



CASE STUDY



The Freeway is the Canvas

Highway enthusiast uses GuideSIGN to channel his passion

By Chris Johns, Transoft Solutions

Some people just like the open road.

There are times when interstate highways in the United States are jammed with vehicles. But when the traffic is flowing, the interstate is a thing of beauty. There is a small community of people in North America who drive the interstates and record their trips for others to see. From the wide-open spaces of Kansas to the I-5 from San Francisco south to the Mexican border, it seems that every interstate highway has a story. From his hometown in Boone County, Missouri, highway enthusiast Bryce Cordry sets out to tell the story of the interstates around his home.

Beginning with the Federal Aid Highway Act in 1956, the Interstate highway system in the United States was born. At 47, 182 miles long, only China has a longer highway system. Three states, Kansas, Pennsylvania and Cordry's home state of Missouri all lay claims to starting the first interstate project in the late 1950s. Today, there are three interstates that run continuously from coast-to-coast. Cordry plans to start close to home.

"The I-70 goes through my hometown, and two hours away are St Louis and Kansas City, with I-35 and I-55 in the respective cities, so I thought that might be a good place for me to start," says Cordry.

Part of the video-making process includes setting the video to music. The footage of the video is accelerated so one can travel 20-30 miles in just a few minutes. Cordry designs freeway signs using GuideSIGN from Transoft Solutions, so that he can add interesting facts about the roadway or show the viewer freeway exit signs along his route. His videos will be up on YouTube soon.

His first taste of interstate videos came when he was surfing the internet and saw the Murray Baker Bridge along the I-74 in Peoria,

Illinois in a film by another driving enthusiast. He thought it looked like fun. Later this year, Cordry's driving plans will include filming I-72 from Missouri to Illinois and I-229 through Missouri to South Dakota among others.

"I saw other people making videos online and found that none of them did whole states in their films. I later saw videos on CrossCountryRoads.com that features ten mile segments at full speed. I hope my films will give people a sense of different states' engineering and construction projects, and I like to be different," said Cordry.

Traffic engineers use GuideSIGN to design highway signs that draw from the MUTCD library. While Cordry doesn't have to physically build each sign, he wants his signs to look authentic. He was also impressed with how quickly he could design with GuideSIGN, compared to how long it took him with his previous software.

"I like it because it saves me time," said Cordry. The I-72 alone has 54 signs, minus the mile markers, and I got it done in two hours, unlike my old method that took 5-10 minutes per sign."

"It's certainly a novel idea to use GuideSIGN in a YouTube video to create and display clear interstate signage," says Irma De Leon, account manager for Transoft Solutions. "It's great because if you fast forward the navigation system and Google Street View in his videos, in minutes any traveler can view a stretch of corridor to pre-plan a trip and also preview the exit he might need. We were happy to help Bryce with his project and look forward to seeing more of his road trip creations in the future." ■

