

Traffic Ticketing Goes High Tech Thanks To Deerfield Company

A Deerfield Beach company has sold the Broward's Sheriff's Office 62 devices that enable deputies to issue drivers traffic tickets at a much faster rate.

But before you get too annoyed, a spokesperson at Advanced Public Safety, Inc. says the Pocket Citation (PC) is also a safety device because it decreases the amount of time motorists and deputies spend at the side of the road, at times a dangerous place to be.



Jessica Walsey-Crow, Director of Marketing for the company, said the PC is durable, requires little maintenance, can be customized to the agency and is "very" user friendly.

The PC scans the magnetic strip on a driver's license and electronically enters the driver's name, address and other information on the citation. The deputy then finishes the citation by hand inserting the appropriate vehicle description and the traffic violation from a menu on the PC. When everything has been loaded, the PC prints out the citation via a connection to a small, rechargeable printer. When his shift is over, the deputy can download the info on his PC into a database file.

The ticket information is far more accurate, Walsey-Crow said, the legibility of a deputy's handwriting no longer being a factor.

BSO District 10 motorcycle deputy Steve Rossman, who is generally stationed at Federal Highway and Hillsboro Boulevard, said the PC definitely cuts down the time it takes to write a ticket, particularly when there are multiple offenses. This month, for instance, the "Click or Ticket" campaign is on to raise drivers' awareness of seat belt use. (Driving without a seat belt is a secondary offense which can't be written up unless you are stopped for something else.)

The PC only works as designed when driver's licenses contain the identifying strip. Some states don't have it on licenses, or the strip may be damaged so that it doesn't swipe.

BSO motorcycle deputies throughout the county and Highway Unit deputies equipped with the PC. Recently, the Deerfield Beach Fire Department became the first in the nation to use the handheld PC for fire inspections.

The five-year-old company located on Fairway Drive was founded by Jeffrey Rubenstein, a former Delray Beach police officer who still maintains his police auxiliary status with the department.