

The utility model relates to technical means for organizing traffic on roads and can be used in illuminated road signs. The road sign comprises a housing (1), a translucent panel (2) with the graphic image of the sign made from a light-reflective material (3), a light emitting diode source of internal illumination (4), a power supply (6), and an electric circuit for supplying power to the source of internal illumination (4) with a device for regulating light emission in the form of a photorelay (7). In order for the light emitting diode source of internal illumination (4) to be able to operate in a flashing mode, the electric circuit is additionally provided with a proximity sensor (9) and a controllable switching unit (10) for the supply current of the light emitting diodes (4). The technical result is an increase in road safety because of the attention of road users being attracted by the road sign operating in flashing mode, and a concomitant reduction in energy consumption when the article is operating in flashing mode.