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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD RECEIVES WORK ZONE SAFETY AWARD FROM ARTBA

December 4, 2003 - IRD (International Road Dynamics Inc.) in partnership with the Michigan Department of Transportation has been recognized by the American Road and Transportation Builders Association (ARTBA) for their achievements in Work Zone Safety. IRD received the "Innovations in Technology" Award this week at the 2003 Mid-West Work Zone Safety Conference in Springfield, Illinois.

Michigan was one of the first States to implement IRD's Dynamic Lane Merger System (DLM) and has been deploying IRD's Intelligent Work Zone Safety Systems at numerous construction projects throughout the State over the past four years. The Dynamic Lane Merger provides a solution to address the problem of aggressive drivers making late lane merges as they approach a lane closure. Based on the actual traffic conditions, the system creates an appropriately sized "DO NOT PASS" zone, encouraging orderly lane changes at a point where traffic flow is smoother, gaps are present, and accident potential is lower. As traffic conditions change throughout the day, the system will automatically adjust the length of the no-passing zone to provide appropriate traffic control.

The Dynamic Lane Merger is designed to operate upstream of a construction zone that creates a lane restriction on a two or three lane, one-direction roadway. The system is comprised of a number of roadside signaling stations (typically 5) which are equipped with traffic sensors for detecting vehicle presence, controller electronics for determining how long the 'NO PASSING' zone should be in response to the length of the detected traffic queue, and wireless communication devices that permit coordinated system operation. Each station is trailer mounted with message signs and includes solar panels and batteries for complete independence and portability.

Wayne State University studied one of the first IRD Lane Merger Systems in Michigan for two years. The University concluded "it can be very helpful in reducing aggressive driver behavior, increasing safety and reducing delay at work zones where lane closures are necessary." Since MDOT's initial 'drive' to increase work zone safety, Michigan DOT has implemented a variety of intelligent work zone safety systems, including IRD's Real-Time Traveller Information System (Travel Messenger) and Variable Speed Limit System (Speed Ranger), and has involved the media to promote awareness and support for work zone safety.

If you would like more information about IRD Dynamic Work Zone Safety Systems or any of IRD's other systems, please contact Rod Klashinsky at tel: 306-653-6610 or at e-mail: rod.klashinsky@irdinc.com.

IRD is a highway traffic management technology company specializing in supplying products and systems to the global Intelligent Transportation Systems (ITS) industry. IRD is a North American company based in Saskatoon, Saskatchewan with sales and service offices throughout the United States and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced systems to manage and protect their highway infrastructures.

IRD is listed on the TSX –Symbol: IRD
www.irdinc.com