



INTERNATIONAL ROAD DYNAMICS INC.  
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## **BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION**

### **TRAFFIC CONTROL SAFETY SOLUTIONS TO BE PRESENTED AT THE ATSSA'S 33<sup>RD</sup> ANNUAL CONVENTION AND TRAFFIC EXPO IN NEW ORLEANS**

**January 28, 2003** – In 2001, more than 1000 fatalities occurred in work zones, with many in the transition area leading up to the actual construction site. There has never been a more crucial time for the roadway safety industry to join together and discuss traffic safety solutions.

IRD (International Road Dynamics Inc.) will join more than 3000 other roadway safety professionals as a participant and exhibitor at the American Traffic Safety Services Association (ATSSA) 33<sup>rd</sup> Annual Convention and Traffic Expo. The Convention and Traffic Expo is scheduled from January 31<sup>st</sup> to February 4<sup>th</sup>, 2003 in New Orleans, Louisiana to draw attention to state-of-the-art technologies, educational workshops, and the new product showcase. IRD will be represented by Mr. Rob Bushman, Advanced Applications Engineer, and Mr. Bill Hattan, National Director of Safety Systems. Mr. Bushman will participate in the workshop “Workzone Operations – New Innovations and Practices” and will be presenting a paper entitled **“Deployment and Evaluation of ITS Technology in Work Zones”**.

IRD will also participate in the exhibition and the new product showcase portion of the convention, highlighting the Travel Messenger traffic management system. This system provides information through roadside electronic message signs as drivers approach a congested traffic area, such as a work zone or special events area. Studies have shown that advance driver information helps to reduce impatience by informing drivers of the traffic conditions ahead and thus allowing them to make informed decisions about using alternate routes. Other systems to be highlighted by IRD are the Dynamic Lane Merger™ System, technology used to promote safe and efficient lane changes prior to a traffic control area (such as a workzone) and the Speed Ranger™ Variable Speed Limit System to actively monitor and control speeds as vehicles approach and travel through a traffic control area. Also being introduced at Traffic Expo will be the Sono-Blaster intrusion alarm which provides warnings to both drivers and workers when a traffic control area is being entered by a vehicle that is potentially out of control.

Please drop by **Booth Number 840** to discuss how IRD may assist you with your traffic safety program.

For further information about the conference and exhibition, go to [www.atssa.com](http://www.atssa.com) . For further information about IRD Safety Systems and Products, please contact Bill Hattan at tel: 517-647-5152 or by e-mail at [bill.hattan@irdinc.com](mailto:bill.hattan@irdinc.com) or visit the IRD Web Site at [www.irdinc.com](http://www.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 – trading symbol – IRD

[www.irdinc.com](http://www.irdinc.com)