



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

### **CANADIAN PRODUCTS, CANADIAN SERVICE**

**March 17, 2003** - Winter will be gone soon and the traffic counting season will be upon us. Cities, towns, villages and municipalities in Canada rely on accurate and dependable data collection in order to maintain their roads and infrastructure. This important data helps to obtain the necessary federal and provincial funding and grants that help pay for upgrading and maintaining the roads.

International Road Dynamics (IRD) is the only CANADIAN Manufacturer of Traffic Counters and Classifiers. Located in Saskatoon, Saskatchewan, IRD has a complete line of reliable Traffic Counter/Classifiers. IRD counters can count up to sixteen (16) lanes and classify up to eight (8) lanes using standard FHWA classification or your own custom classification scheme. IRD Counter/Classifiers are built to withstand the harsh and rough Canadian climate. The easy-to-use software delivers accurate information that tells you what's traveling on your roads 24 hours a day, 7 days a week.

Available in portable and permanent configurations, IRD Traffic Counter/Classifiers can be powered by AC, DC or optional solar panels for continuous use. These units can be set up to use a variety of traffic sensors, including simple road tube, the latest fiber optic and piezoelectric sensors, and inductive loops. IRD offers a complete line of traffic sensors for portable and permanent applications. Piezo grouts, loop epoxies and road tube securing accessories are also available from IRD.

Complementary to IRD's Traffic Counter/Classifiers are a hand-held Intersection Counter and the TTC4420 Trail Counter, an ideal way to monitor hiking trails and walking paths throughout your area.

Whatever your data collection needs, no matter how many lanes or the volume of traffic, International Road Dynamics has the right Traffic Counter/Classifier for you. Canadian Products, Canadian Service, for the Canadian way of life.

Please visit IRD's web-site for further information about IRD Traffic Counters and Classifiers or any of our other products or systems at [www.irdinc.com](http://www.irdinc.com) or call Peter Kooy at e-mail: [peter.kooy@irdinc.com](mailto:peter.kooy@irdinc.com) or at tel: 306-653-9660.

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)

