



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

### **IRD TO PARTICIPATE IN CITE QUAD / WCTA CONFERENCE**

**March 31<sup>st</sup>, 2003** - International Road Dynamics Inc. (IRD) will be participating in the Canadian Institute of Transportation Engineers (CITE) Quad Conference (including the four ITE sections in Oregon, Washington, Vancouver and Vancouver Island) and the Western Canada Traffic Association (WCTA) Regional Conference and Exhibition from April 4<sup>th</sup> to 5<sup>th</sup>, 2003 in Victoria, British Columbia. Mr. Rod Klashinsky, VP Sales, and Mr. Tom Der, Regional Manager, will be in attendance to represent IRD and will be available at Booth Number 3 to discuss their products for Intelligent Transportation Systems (ITS). Mr. Klashinsky will be presenting the paper "Deployment and Evaluation of ITS Technology in Work Zones", which discusses the utilization of ITS technology in work zones to provide smoother, safer, and more efficient traffic flow.

The Conference will cover "The 3 E's" Engineering, Education and Enforcement and focus on "The State of the Art". Conference attendees will include Engineers, Planners, Maintenance and Operations personnel, and Police Officers, who are involved in road safety, transit planning and operations, designing and specifying traffic control devices (signal, signs etc.), purchasing and operating maintenance equipment, ITS systems, as well as transportation system planning and design.

For more information about the conference, visit the CITE website at: [www.citebc.ca](http://www.citebc.ca) or for information about any of IRD's systems, please contact Mr. Rod Klashinsky at phone (306) 653-6600 or Email: [rod.klashinsky@irdinc.com](mailto: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 - trading symbol - IRD

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