



INTERNATIONAL ROAD DYNAMICS INC.

Corporate Offices: Canadian - 702 43rd St. E. Saskatoon, SK S7K 3T9
U.S. - 305, 1006 West 104th Ave. Northglenn, CO 80234

BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN CANADIAN TRANSPORTATION CONFERENCE

September 15, 2003 – International Road Dynamics Inc. (IRD) will be participating in the Transportation Association of Canada (TAC) Annual Meeting being held this year from September 20th to 24th in St. Johns, Newfoundland. Several hundred delegates from across Canada representing the Public, Private and Academic Sectors will be addressing the conference theme for 2003, “*The Transportation Factor*”. The TAC annual meeting is the largest annual transportation meeting in Canada. Mr. Brian Taylor, IRD’s Vice President of Technical Sales, and Mr. Rob Bushman, IRD’s Advanced Application Engineer will be representing IRD throughout the conference.

Two papers will be presented by IRD during the meeting. The first by Brian Taylor, “Commercial Vehicle Loading in an Urban Environment” presented at the Emerging Technologies in Traffic Operations Session. The paper is based on information collected from an existing “IRD Virtual Weigh Station Monitoring System”. The second is a paper entitled, “Deployment and Evaluation of ITS Technology in Work Zones”, to be presented by Rob Bushman which represents his research results obtained while evaluating several technology based work zone traffic smoothing and driver advisory technologies.

In addition, IRD’s Board Member, Dr. C. Michael Walton will be discussing the U.S. Future Strategic Highway Research Program (F-SHRP): “Reducing Congestion and Improving Quality of Life”, at the Opening Plenary Session.

IRD invites all interested conference delegates to visit **IRD Booth #23** at the Conference Exhibition. IRD representatives will have information on IRD’s systems and technologies. See how new IRD initiatives can help preserve, manage and increase the safety of highway facilities.

For more information about the conference visit the TAC Website at www.tac-atc.ca or if you would like any information on any of IRD’s systems, please contact Mr. Brian Taylor at tel: (306) 653-6611 or at Email: brian.taylor@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