



**INTERNATIONAL ROAD DYNAMICS INC.**

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## **BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION**

### **RELIABLE COUNTER FOR PARKS AND TRAILS**

**March 24, 2003** - More than ever before, people are getting out and using walking and hiking trails and bicycle paths. Provincial, regional and municipal authorities are attempting to keep up with public demand for these types of amenities. It also makes sense for these authorities to know the usage rate on trails and paths. The TCC442 Trail Counter provides them with this knowledge.

With the TCC442 Trail Counter, you can determine the popularity of trails, and the peak days and times of pedestrian traffic. Easy to install and easy to program the TCC442 Trail Counter is built to last in Canada's harsh climates. Their unique camouflage protects against and deters vandalism, and the counters are virtually maintenance free. They can be set up in a permanent setting and easily moved for portable counts.

From the rainy forests of British Columbia to the windy shores of Newfoundland, the Trail Counter is used in numerous Provincial and National parks plus major cities such as Toronto, Montréal, Ottawa, Vancouver, Winnipeg and Saskatoon. With the valuable data collected, planners can determine the usage of the paths and trails and advise on maintenance, upgrades and even trail expansions. With data collected by the Trail Counter, municipalities, cities and other governing bodies can apply for or increase government funding for maintaining and/or expanding their trails.

The TCC442 Trail Counter is sold and serviced in Canada by International Road Dynamics Inc.. For more information on this product and our line of traffic data collection products, contact IRD's Manager of Product Sales, Peter Kooy at [peter.kooy@irdinc.com](mailto:peter.kooy@irdinc.com) or 306-653-9660. At International Road Dynamics, you can count on us!

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

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