



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

### **IRD TO PARTICIPATE IN 2003 MID-WEST WORK ZONE SAFETY AWARENESS CONFERENCE**

**November 27, 2003** – IRD (International Road Dynamics Inc.) is participating in the 2003 Mid-West Work Zone Safety Awareness Conference in Springfield, Illinois December 2<sup>nd</sup> to 5<sup>th</sup>, 2003. The conference focuses on making work zones safer and will bring together approximately 300 delegates specifically concerned with road construction, health, and safety.

IRD will be represented by Mr. Rod Klashinsky, Vice-President of Sales, who will be available during the conference exhibit to discuss IRD Intelligent Work Zone Safety Systems. IRD is a finalist for a Work Zone Safety award in the category of Innovations in Technology and has been nominated jointly with the Michigan Department of Transportation.

For the past four years, Michigan DOT has deployed IRD's Intelligent Work Zone Safety Systems at numerous locations throughout the State. These systems include the Dynamic Lane Merger which provides a solution to address the problem of aggressive drivers making late lane merges as they approach a lane closure; the Travel Messenger, a real-time information system which displays the expected time to travel through a work zone; and the Variable Speed Limit System which displays appropriate and relevant speeds on electronic signs to drivers based on congestion and road conditions.

For more information about the 2003 Mid-West Work Zone Safety Awareness Conference, visit the conference website at [http://www.artba.org/meetings\\_events/2003/Midwest\\_Workzone/index.htm](http://www.artba.org/meetings_events/2003/Midwest_Workzone/index.htm).

If you would like information about IRD or any of IRD's systems, please call Rod Klashinsky at tel: (306) 653-6600 or send an e-mail to [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 Symbol: IRD

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