



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

### **IRD RECEIVES TRADE JOURNAL AWARD FOR SAFETY PRODUCT**

**January 29, 2004** - International Road Dynamics (IRD) has been awarded a 2003 “Top Rollout” Award from Better Roads Magazine for its Travel Messenger Real-Time Traffic Information System. Each year, the editors of Better Roads award the Top Rollout recognition to the products that enrich the highway and bridge industry with innovation, productivity and/or greater supplier competition. The announcement was included in the December 2003 issue of Better Roads magazine.

IRD’s Travel Messenger is designed to operate along any stretch of road where temporary travel delays or restrictions are expected to occur. The system is comprised of a number of traffic monitoring stations and message display stations. As traffic conditions change, the information is transmitted via wireless communication from the master station to each portable changeable or variable message sign to inform travelers with accurate, up-to-date information.

Travel Messenger communicates to drivers the expected time to travel through a congested traffic area, such as a construction work zone, and the length of the zone or other customized messages. Traffic congestion information can also be linked to a website allowing travelers to check conditions prior to departing and to plan their route accordingly.

The Travel Messenger has been used at construction work sites in Michigan and North Carolina. A number of other states are considering deployment of IRD’s Travel Messenger system this spring.

You can learn more about the Travel Messenger at IRD’s web-site [http://www.irdinc.com/english/html/sys/safety/travel\\_messenger.htm](http://www.irdinc.com/english/html/sys/safety/travel_messenger.htm) or for additional information about the Travel Messenger or any of IRD’s other Safety Systems, please contact Rod Klashinsky at tel: 306-653-6610 or at e-mail: [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)