



**INTERNATIONAL ROAD DYNAMICS INC.**  
Corporate Offices: Canadian - 702 43rd St. E. Saskatoon, SK S7K 3T9  
U.S. – 2402 Spring Ridge Drive, Suite E Spring Grove, IL 60081

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

### **IRD TO DISPLAY NEW TRAFFIC SAFETY SOLUTIONS AT MIDWEST POLICE AND SECURITY EXPO**

**August 4, 2004:** The Police & Security Expo Midwest 2004 has established itself as the Midwest USA's most significant venue for information and products for safety and security. The Expo will be held on August 17 & 18 at the Donald E. Stephens Convention Center in Rosemont, Illinois. The Expo sponsored by the Illinois Association of Chiefs of Police and Police and Security News is expected to host 3,500 registered attendees and 250 exhibitors.

IRD (International Road Dynamics Inc.) will be represented by Mr. Mark Fayta, Sales Manager, and Mr. Jim Stein of All Traffic Solutions. IRD will display a variety of traffic and roadway safety products, including the new SPEEDsentry™ Radar Speed Display Sign, the InstALERT™ Portable Variable Message Sign, the Sonoblaster!® Work Zone Intrusion Alarm, and the TRS and Traffic ACE Traffic Counters and Classifiers. **Please visit us in Booth 523.** Also please visit our Authorized Scale Dealer, Mr. Tom Carroll of Walz Scale, at **Booth 521**. Walz Scale will be displaying IRD's SAW10C Wheel Load Scales and the new SAW's LoadGuard Software & UniMux multiplexer.

For more information about the Police & Security Expo, you can visit the web site at [www.psemidwest.com](http://www.psemidwest.com) and for more information about IRD Products and Systems, please visit our web site at [www.irdinc.com](http://www.irdinc.com) or contact Mark Fayta at tel: 815-675-1430 or at e-mail: [mark.fayta@irdinc.com](mailto:mark.fayta@irdinc.com) or 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)