

IRD PRODUCT NEWS

INTERNATIONAL ROAD DYNAMICS INC.

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PRODUCT BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IN THE ZONE: REDUCED SPEED LIMITS IN SCHOOL ZONES NOT ENOUGH TO PROTECT CANADA'S SCHOOL CHILDREN

December 2 , 2004 - Vehicle collisions are the leading cause of death among school age children and thousands are injured every year in this manner across Canada. Vehicle speed is a key contributor in the majority of these collisions.

In the past few years, many Canadian cities have responded to the call for action for stronger safety regulations in school zones with reduced speed. Traffic calming devices can assist to decrease speeds and injury rates by up to thirty percent.

The SPEEDsentry® is one type of traffic calming device and is designed to display the speeds of oncoming traffic and to alert drivers that they have exceeded the speed limit. The SPEEDsentry® can also collect speed data from these sites to determine the most appropriate times to enforce traffic speeds.

The SPEEDsentry® offers many benefits to communities in their battle to reduce speeds in school zones. The SPEEDsentry® is:

- Easy to read with amber LED lights that can be seen from a distance
- Completely portable and easy to mount on a pole, trailer or vehicle
- Self contained and resistant to vandalism
- Adaptable for solar, battery or AC power options

There are many options available with the SPEEDsentry® including a strobe feature formed by a cluster of white LEDs that can be set to flash if the speed limit has been exceeded.

On the road to increase safety for Canadian children, the SPEEDsentry® is a useful tool to reduce speed limits and monitor traffic conditions while providing peace of mind in your community.

For more information about how the SPEEDsentry® can help make school zones safer, please click <http://products.irdinc.com/html/safety/speedsentry.htm> or contact one of our Sales Representatives at Tel: 1-877-TO-COUNT (1-877-862-6868) or Email: products@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
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