



**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 PARTICIPATE IN CANADIAN TRANSPORTATION CONFERENCE**

**September 13, 2004** – International Road Dynamics Inc. (IRD) will be participating in the Transportation Association of Canada (TAC) Annual Meeting being held this year from September 19<sup>th</sup> to 23<sup>rd</sup> 2004 in Quebec City, Quebec. Several hundred delegates from across Canada representing the Public, Private and Academic Sectors will be in attendance. The TAC annual meeting is the largest annual transportation meeting in Canada. IRD is an active participant in TAC and will have an exhibit showcasing IRD technology and systems.

The conference theme for 2004 is “Transportation Innovation – Accelerating the Pace”. IRD’s products and systems are a perfect fit for this year’s conference as IRD technology provides the ability to better manage, preserve and improve the safety of transportation infrastructure.

Representing IRD throughout the conference will be Mr. Brian Taylor, Vice President of Technical Sales and Mr. Rob Bushman Advanced Application Engineer. Mr. Bushman will be presenting a paper entitled “Effects of a Smart WorkZone on Motorist Route Decisions”, summarizing the benefits of improving traffic management by providing better information to motorists in a workzone.

IRD invites all interested conference delegates to visit **IRD Booth #33** at the conference exhibition. IRD representatives will have information on IRD’s systems and technologies. See how new IRD initiatives can help preserve, manage increase the safety of highway facilities.

For more information about the conference visit the TAC Website at [www.tac-atc.ca](http://www.tac-atc.ca) or if you would like any information on any of IRD’s systems, please contact Mr. Brian Taylor at tel: (306) 653-6611 or at Email: [brian.taylor@irdinc.com](mailto:brian.taylor@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)