



IRD PRODUCT NEWS

INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD Participating at Intertraffic Amsterdam 2010; March 23 to 26

March 25, 2010

This week at Intertraffic Amsterdam, one of the world's largest industry trade fairs, IRD proudly launched **iSINC™ Lite**. This new, compact version of IRD's weigh-in-motion (WIM) electronics is modular, convenient to upgrade and capable of servicing up to eight lanes.

The **iSINC™ Lite** is driven by a powerful operating system which provides the flexibility to accommodate advanced algorithms and new sensor arrays now and in the future.

Applications include:

- Traffic data collection
- Sorting traffic based on compliance with regulations
- Controlling external systems and equipment
- Vehicle Pre-screening
- Virtual Weigh Stations
- IRD's WIM@Toll™



Mr. Randy Hanson, IRD's Executive VP and COO poses with the **iSINC™ Lite** for the ITS International's Daily News published at the trade fair.

For more information regarding IRD's **iSINC™ Lite** contact Randy Hanson at (306)653-6600 or email randy.hanson@irdinc.com . IRD's complete line of products and systems can be found at www.irdinc.com