



A VITAL REMINDER FOR ALL OF US!

As part of *National Work Zone Awareness Week*, this dramatic display of orange traffic cones draped in black and yellow sashes, represents over 1,000 motorists and roadway workers killed each year in roadway work zones.

Everyone knows how frustrating it is to be caught in a long traffic backup due to road construction. In addition, work zones present safety challenges to both travelers and road workers. Using Intelligent Transportation Systems in work zones, however, can help ease the frustration and prevent crashes... ITS technologies do make a difference in reducing crashes, reducing delays, and reducing costs when used in work zones.

SOURCE Report:
Intelligent Transportation Systems in Work Zones: A Cross-Cutting Study
(FHWA-OP-02-025)

"By implementing IRD's new lane merge system, orderly movement of traffic can be achieved as a result of drivers making smooth merges well in advance of the taper. In addition, this system can reduce the number of aggressive driving incidents, as compared to traditional work zone lane closures."

Dr. Tapan Datta, Professor of Civil Engineering,
Wayne State University, Michigan

Corporate Office

702 43rd Street East
Saskatoon, SK
Canada S7K 3T9
Tel: (306) 653-6600
Fax: (306) 242-5599

2402 Spring Ridge Drive, Suite E
Spring Grove, IL
USA 60081
Tel: 1-877-444-4IRD (4473)

Publicly Traded on the TSX (Symbol IRD)
Find out more about IRD on our web site: www.irdinc.com e-mail: info@irdinc.com

IRD products and components are protected by one or more of the following patents:
US: 4,360,071; 4,386,671; 4,383,584; 4,799,381; 5,090,493; 5,747,746; 5,621,195; 5,617,086; 5,477,217
CAN: 1,126,767; 1,161,075; 1,173,069; 2,028,660; 2,134,717; 2,134,718; 2,122,684; 2,160,418; 2,161,853; 2,228,481



INTERNATIONAL ROAD DYNAMICS INC.



TRAFFIC CONTROL SAFETY SYSTEMS



INTERNATIONAL
ROAD DYNAMICS INC.





Signs of Intelligence!™

MONITOR + DETECT + PROCESS + COMMUNICATE

IRD's 'Intelligent' Traffic Control Safety Systems all come with a brain. Each on board computer constantly monitors the designated roadway detecting changes in traffic levels, flow speeds, even weather conditions. This information is then processed on site 24/7 with appropriate changes made immediately and automatically to all message boards in the system.

Our safety solutions will provide smoother traffic flow, improved safety, and informed travelers. Each solution can be applied separately, or as part of an integrated safety management system. All units are self-powered and fully portable for ease of deployment and operation.



To find out more about IRD and the lease/rent/purchase options for our traffic control safety systems, please call us at (306) 653-6600, or visit our website at www.irdinc.com.



LANE MERGER™ Dynamic Lane Merge System

Aggressive drivers passing vehicles waiting in advance of work zones and then making late lane changes cause accidents and disrupt traffic flow. Based on real time measurements of traffic flow, the Lane Merger creates an appropriate length "no passing zone" in advance of the work zone. The result is:

- Reduced late vehicle merges and accidents
- Enforceable no passing zone
- Relevant and practical traffic management
- Consistent travel speeds & reduced wait time for compliant vehicles
- Reduced "road rage"

TRAVEL MESSENGER™ Real Time Information System

The Travel Messenger keeps drivers informed by using traffic monitoring sensors to determine current conditions in work zones. Accurate, current, and relevant messages are provided such as:

- Expected delay: "10 minutes to end of work zone"
- Distance through work zone: "5 Miles to end of work zone"
- Reduced speeds ahead: "Slow Traffic Ahead"
- Custom messaging: "Exit 73 Closed"

SPEED RANGER™ Variable Speed Limit System

The transition from high speed, open road traffic to reduced speeds can result in:

- Rapid deceleration or rear end accidents
- Uneven traffic flow, and reduced capacity
- Unsafe speeds in work area

Based on real time measurements of traffic flow, IRD's Speed Ranger automatically determines appropriate speed limits at various locations and displays the current speed. The result is:

- Relevant limits for existing traffic and site conditions
- Smooth deceleration from highway speeds
- Uniform traffic speeds

THREE DISTINCT TRAFFIC CHALLENGES, THREE INTELLIGENT SOLUTIONS