



For Immediate Release

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Press Release Contact:

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YOU MAY NEVER BE OUR CUSTOMER... HOWEVER, YOUR BUSINESS MIGHT “CHAPTER 11” WITHOUT US.

Anaheim, CA, April 23, 2003 – The secret to gathering quality traffic data is at its source – introducing an Integrated Traffic Data Network Service for Autoscope Solo® Pro Video Vehicle Detection Systems – *powered by TrafficWerks® technology.*

Traffic engineers agree, the key to executing a successful ITS deployment project, is to manage your traffic data. Econolite Control Products, Inc. and TrafficWerks Systems, Inc. have teamed to provide a unique method of Traffic Data Collection and Management Service (DCMS), which can turn your intersection, mid-block, or freeway detection systems into automated, virtual count stations that gather and distribute traffic data in real-time – continuously, without interruption.

DCMS establishes traffic counting and vehicle classification as an integral part of the whole system of traffic management. With DCMS, automated, remote connections as simple as a phone line or wireless radio can continuously bring compressed video and data back to a personalized and secure hosted website, then instantly share that information with emergency services providers, transportation agencies, and the driving public.

To achieve this task, DCMS utilizes networked data collection processes and advanced open database architecture. This open database design allows for easy traffic information collection and aggregation, flexible report creation, and timely system integration. Therefore, allowing the ability to format and generate customized reports, and create a user-specific traffic data sharing and distribution plan.

Connect your traffic data network to DCMS, **now available when your local DOT uses the Autoscope video detection system from Econolite Control Products, Inc.** Automated data routing will keep traffic flowing – instantly alert road crews to the scene, send updates to freeway message signs to alert drivers of congestion ahead, instantly evaluate traffic data to adjust on-ramp meters to change the flow of cars, or effect real-time changes to traffic signal timing to improve current or anticipated traffic conditions.

Doug Henderson, Vice President of TrafficWerks Systems, notes, “DCMS changes the way the Telematics Service Providers exchange quality traffic information. We suggest contacting your local Department of Transportation to see if this service is an option in your community”. Or, contact Econolite Control Products, to see which traffic data sites will soon go live. Check it out for yourself by visiting <http://econolite.trafficwerks.com>.

TrafficWerks Systems Inc. a Delaware Corp. is the leading provider of web based traffic and road use information to the traffic engineering community.

In business since 1933, Econolite Control Products, Inc. is a leading manufacturer of advanced traffic management equipment and systems, including advanced traffic controllers (both NEMA and ATC/2070), pre-timed controllers, Aries®, *icons*®, and PYRAMIDS™ traffic management systems software, Autoscope® video vehicle detection systems, arterial system masters, vehicle and pedestrian signals, traffic control cabinets, DCMS and a full line of maintenance services.
www.econolite.com

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