



FOR IMMEDIATE RELEASE

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Econolite Introduces Another Traffic Mitigating Solution The **ASC/3** Series of Advanced Traffic Controllers

Anaheim, CA, -- After extensive research, customer focus group review and development, Econolite proudly introduces the new **ASC/3** Series of NEMA TS2 and NTCIP compliant actuated controllers. The **ASC/3** controllers are envisioned as the next generation in a line of successful Advanced System Controllers offered by Econolite. Based on the proven experience and feature-set of Econolite's popular ASC family of controllers, the **ASC/3** adds further flexibility and extended functionality through its unique design.

The **ASC/3** is available in two distinct models. The **ASC/3-1000** model meets and exceeds all requirements of the NEMA TS2 Standard for Type 1 controllers. Whereas, the **ASC/3-2100** model meets and exceeds all requirements of the NEMA Standard for TS2 Type 2 controllers with the additional bonus of providing downward compatibility to Econolite's previous line of KMC-8000, ASC-8000, ASC/2-2100, ASC/2S-2100 and other NEMA TS1 controllers. Both models feature a stylish design, durable and rugged aluminum enclosure, easily serviceable power supply, state-of-the-art processor, environmentally sealed electrometric keyboard, large format/easy to view LCD display and optional data key, telemetry and Ethernet modules. In addition the **ASC/3** is fabricated using a process-controlled manufacturing system conforming to the latest ISO 9000:2000 quality standard requirements.

Eric Raamot, Vice President of Engineering remarked, "In addition to the distinct hardware advantages designed into the **ASC/3**, I am very pleased to see the synthesis of NTCIP1202 mandatory and optional objects with Econolite's industry-recognized ASC/2 feature-set. This expansive feature-set is enhanced with Econolite's newest exclusive features that make the **ASC/3** our most flexible and powerful controller ever."

"The **ASC/3** feature-set is one of the most advanced in the industry yet it remains as easy to use as its predecessors. Its full support of the NTCIP Actuated Signal Controller Object Standard makes it an easy choice for use with any advanced traffic management system" commented Gary Duncan, Chief Technology Officer.

Econolite is dedicated to using innovative ideas to provide solutions for the transportation industry and the **ASC/3** Series of controllers is moving the world one step closer towards safer roads, reduced air pollution, and increased mobility. For more information about the **ASC/3** Series of controllers, visit www.econolite.com or contact your local Econolite solution provider.

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About Econolite- 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), **Aries® icons®** and **PYRAMIDS™**, traffic management systems, Autoscope® video vehicle detection systems, arterial system masters, vehicle and pedestrian signals, traffic control cabinets, DCMS and a full line of maintenance services.

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