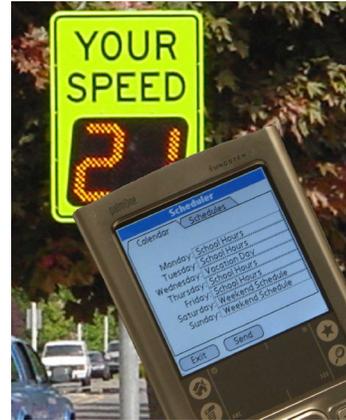




NEW DATA COLLECTION PRODUCT ALLOWS EASY CAPTURE OF VEHICLE COUNT AND TRAFFIC SPEED INFORMATION

SpeedCheck™ Data Collection Works With All Information Display Company's "Your Speed" Signs For Quick Recording And Analysis Of Vehicle Speed Patterns.

PORTLAND, Oregon, August 28, 2005 – Information Display Company today announced the availability of its new SpeedCheck Data Collection, a product upgrade option that now makes it easier than ever to collect and analyze data regarding vehicle speed patterns. The SpeedCheck Data Collection upgrade works with any SpeedCheck-brand "Your Speed" display signs manufactured since 2002.



Information captured by SpeedCheck Data Collection can be easily downloaded onto a Palm handheld PDA (personal digital assistant).

Using a wireless link between the display sign and PDA, traffic engineers, police, and other authorized users can drive up to equipped Speedcheck signs and quickly collect the traffic data they need without having to leave their vehicle. The data can then be displayed in easy-to-interpret charts and graphs that highlight traffic conditions based upon time of day, number of vehicles at each speed range and other related variables.

“Our speed display signs help you slow traffic - and now, our data collection technology will help you prove it,” said Gary ODell, president of Information Display Company. “Verifying success and justifying costs are more important today than ever. With SpeedCheck’s unique display technologies you can easily do both.”

(more)

Data Collection package pricing starts at \$795 and is available for immediate orders.

Superior Design

Information Display Company continues to develop, test and incorporate unique technologies and design features that make their driver feedback signs the most effective and durable traffic calming displays on the market. Proprietary features include:

- UltraClear[™] contrast enhancement technology that maximizes visibility under all weather conditions.
- SafetyMask[™] technology that reduces hazardous driving conditions by ensuring drivers see the signs only when appropriate.
- Violation Alert features that maximize traffic calming effectiveness by alerting drivers when they are exceeding the speed limit.
- Energy efficient AC and solar power options.

SpeedCheck signs are manufactured using highly durable, vandal-resistant materials for long, dependable use and are backed by an industry-leading warranty.

About Information Display Company

For the past fifteen years, Information Display Company has designed, tested and manufactured active traffic safety displays from their Oregon headquarters. Today, their display signs are used in more cities than any other brand. For more information go to www.informationdisplay.com or contact the company at (800) 421-8325.

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