



TRAFICON NEWSFLASH:

10,000 TRAFICAM VEHICLE PRESENCE SENSORS IN OVER 50 COUNTRIES WORLDWIDE

Traficon is pleased to announce it has just passed the threshold of 10,000 TrafiCam video detection sensors sold. What makes this news so exciting is what it heralds for the future: this is a young product that is consistently proving itself as a durable alternative to inductive loops. The best is yet to come!

Traficon recently received a new add-on order for 140 TrafiCam vehicle presence sensors units. This order is what enabled the company to surpass the 'magic number' of 10,000 TrafiCam units sold. The owner of these units is the city of Vilnius, the capital of the Republic of Lithuania. "This type of vehicle presence sensor is already installed and operational in over 50 countries. Our main markets are Germany, the USA, Switzerland, Mexico, Poland, Spain and Lithuania." Lode Caenepeel, Sales Director, states. "I'm really glad this special unit was ordered by the city of Vilnius. People may think that it's not such an obvious market, but it simply proves what we already knew: this eye-catching, above-ground sensor will perform well anywhere in the world."

What you see is what you get

The TrafiCam concept – integration of a CMOS sensor and video detection technology in one compact box – was first brought to the market in 2003. Its main functionality is stop bar and advance detection at or near signalized intersections. "TrafiCam is continuously gaining more territory in the market of traditional loops. Customers see this sensor as a perfect alternative solution to replace their broken loops. Not only does TrafiCam offer accurate vehicle presence detection with a detection rate of more than 98%, this field-proven technology also allows the user to view the intersection and position up to eight detection zones," explains Product Manager, Robin Collaert.

Keep it simple, keep it smart

According to Collaert, ease of use is a crucial element to TrafiCam's success: "The main advantage of this product is definitely its user-friendliness. Install it, connect it and start analyzing traffic. It's easy and flexible to install and any user can configure the sensor in less than five minutes. I challenge everybody who is involved in the vehicle presence detection market to try this sensor. You'll be in for a real surprise!"

In April this year, the first solar-powered stand alone working video detection sensor was added to the TrafiCam product range. Meanwhile, the Traficon R&D team is working intensively on the imminent release of TrafiCam's third generation.

Traficon Company Profile

Traficon n.v. is THE world reference in traffic detection based video image processing. Its reputation is backed up by more than 25 years' proven field experience and more than 50,000 Traficon detectors, operational worldwide.

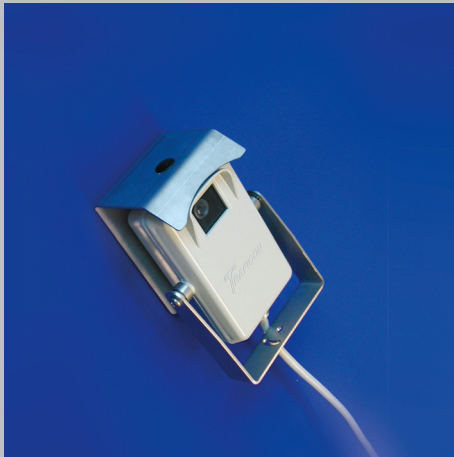
Contact

For more information, you can always contact Stijn Vandebuerie, Marketing & Communications Manager (sv@traficon.com ; +32 56.36 30 41).

www.traficon.com
www.traficam.com

June 2008

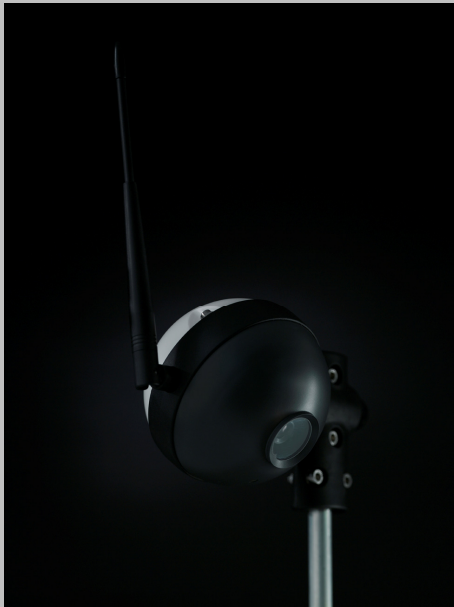




Traficon® 1st Generation

Advantages of TrafiCam®:

- ✓ All-in-one sensor: integration of camera and detector
- ✓ Based on experienced Traficon video detection algorithms
- ✓ Super small & easy to handle
- ✓ Video images for exact positioning and verification of the detection zones
- ✓ Vehicle presence detection on up to eight zones/virtual loops
- ✓ Direction sensitive detection zones



Traficon® 2nd Generation

Advantages of TrafiCam®:

- ✓ Non-intrusive, above-ground installation
- ✓ Quicky installation
- ✓ User-friendly configuration
- ✓ Real-time traffic view
- ✓ Aesthetic design
- ✓ Durable material
- ✓ Optional: wireless communication / solar power



TrafiCam field installations

