



Peek Presence and Demos at ITE Exhibition

PALMETTO, FL – July 31, 2009 — Peek Traffic will have a strong presence at this year's annual meeting and exhibition for the Institute of Transportation Engineers. Peek will be displaying their latest powerful traffic controller design, the ATC-1000 advanced traffic controller, as well as the latest development work being done on their powerful central traffic management software system. IQ Central. Version 1.9 of IQ Central was just released in June of this year, but Peek will also be showing Version 1.10 of the software, currently in its final phases of field testing. IQ Central, Version 1.10 features a sophisticated new interface to manage Traffic Responsive configurations, particularly while using the new ATC-1000 controllers.

In the video detection sector, Peek will be displaying the hardware and user-friendly software interface of the VideoTrak-IQ system. The VideoTrak-IQ product manager, Ron Featherston, will be presenting a pair of complimentary classes introducing the features and controls of the VideoTrak-IQ traffic detection hardware. These classes are scheduled for 10am and 2pm, Monday August 10th, 2009 in the Henry B. Gonzalez Convention Center, Room #008A, River Level. Please contact Ron Featherston (email: ron.featherston@peektraffic.com, Phone: (972) 837-5216) prior to these events in order to reserve a spot in one of these highly informative sessions.

More information about the ITE 2009 Annual Meeting and Exhibit, to be held August 9-12, 2009 in San Antonio, TX can be found at: <http://www.ite.org/annualmeeting/>. Peek will be demonstrating its new products in Booth 343/345/442/444. More information about the City of San Antonio, area accommodations, and regional points of interest can be found at: www.visitsanantonio.com

On the traffic data side of things, Peek Traffic is also in the final stages of testing a new SD Card Drive for their ADR line of traffic counter/classifiers. This module, with a capacity of up to 4GB of available memory storage space on each replaceable Secure Digital memory card, placing the Peek ADRs among the highest memory capacity in the data recording market. This new storage capability will allow ADR users to record real-time data files (such as 'all-vehicle' PVR studies) for much longer periods, and using much shorter intervals, thus creating significantly greater study resolution. Peek plans to release the SD Card Drive for the ADR-2000 Plus and ADR-3000 Plus traffic counters in late Fall 2009.

Peek is also continuing their recently announced promotion in the low-end traffic counter category, with special pricing on the ADR-JR/RT Portable Road Tube counter and on the JR-161 Portable Loop counter. Details on these offers can be found at http://www.peektraffic.com/ptnews_ADRJROffer.htm.

Peek Traffic Corporation has a rich history dating back to the beginnings of traffic control equipment. The first production traffic signals, the first weigh-in-motion sensors, and the first menu driven traffic controllers are all part of the Peek Traffic heritage. Today, Peek Traffic is one of the most trusted and widely recognized providers of traffic control hardware and software, data and classification hardware, tolling equipment, cabinets and cabinet UPS systems, and vehicle detection equipment in the world. Developments in laser detection systems, advanced video algorithms, advanced traffic controllers, and feature-rich, standards-based software systems, make Peek Traffic Corporation a driving force in Intelligent Transportation Systems.

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