

Ray Deer Named VP of Engineering Taking on Strategic Role in Global Product Development

PALMETTO, FL – August 4th, 2009 — Ray Deer has been named the Vice President of Engineering for Peek Traffic Corporation. Ray joined Peek Traffic in January of 2002 as part of the Systems Development team. In his career at Peek, he has achieved several positions of increasing responsibility, including Engineering Project Manager, Manager of Product Support, and most recently, Director of Engineering.

In his new role, Ray will be responsible for New Product Development, Sustaining Engineering, and Product Support for all Peek Traffic product lines. Ray will also assume additional responsibilities in coordinating with the Engineering Department of Signal Group, Inc., Peek's parent company. His goal in that function will be to assist in designing and implementing an overall corporate product development and engineering strategy for Peek Traffic and the Signal Group.



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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