

Peek Announces New AVCC Sales Manager

William Moore has joined Peek Traffic

PALMETTO, FL – September 4, 2009 — Peek has announced the addition of William Moore as the new Regional Sales Manager for their Automated Vehicle Count & Classification (AVCC) product line.

For the near term, Mr. Moore will focus on promoting and supporting Peek's vehicle count and classification products, such as the ADR traffic counters/classifiers, the ADR-6000 advanced vehicle classification system, the low cost ADR Jr. and JR-161 products, and the supporting software for these products, including TOPS and IQ Data. Bill will be working with the Peek distributor network and also directly with customers. He is based in the corporate headquarters in Palmetto, Florida, but will be travelling around North America quite extensively.

"Bill will be a dedicated resource for interacting with our Traffic Data customers", said Vance Williams, Business Development Manager for AVCC products and support. "He'll focus on optimizing our distributor network and will work to familiarize customers with the full range of product capabilities, including our latest development efforts. Part of that mission is to also find opportunities in markets, such as municipalities, that have large potential, but need focused efforts."



Bill Moore, Regional Sales Manager for AVCC Products, Peek Traffic

Peek Traffic Corporation has a rich history going back to the beginnings of traffic signaling and traffic control equipment in the late 19th and early 20th centuries. 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 legacy. 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, cabinet UPS systems, and vehicle detection equipment in the world. Recent work on laser detection systems, advanced video algorithms, advanced traffic controllers, and feature-rich, standards-based software systems, Peek Traffic Corporation is a driving force of innovation in the intelligent traffic control industry.

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