



Advanced Traffic Counting Solutions ...Because Everyone Counts

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FOR IMMEDIATE RELEASE

Prodco Launches the RTC 9000™ Real-Time Traffic Counting System

The RTC9000™ has simple, cost effective real-time data traffic collection and management.

Montreal, January 13, 2006 -- Prodco, a leading provider of retail traffic intelligence, announced today the launch of the RTC9000™ REAL-TIME traffic counting system. With a sleek compact footprint and handling up to sixteen sensors/entrances, the RTC 9000™ offers retailers the latest in traffic counting hardware with real-time updates to corporate, two way communication, opportunity identification and success measurement with superior accuracy.

"For the first time in traffic counting, a system with which retailers can view traffic information in real-time has become a reality. The research and development team has delivered a simpler, more efficient solution. Our clients can now remotely configure, upgrade and monitor their complete traffic counting systems, all in real-time. We have worked very hard to realize substantial technical innovations in design and manufacturing, including task dedicated microcontrollers, RTOS (real-time operating system) and surface-mount component technology. These technology enhancements will deliver superior reliability, reduced maintenance and management costs, in addition to timely and accurate business intelligence. Retailers will now be able to react much more quickly to changing market and business conditions." says Amedeo Romanelli, President.

Features of the new unit include data collection and communication, sensor status updates, installation confirmation, unit configuration changes and updates, all in real time. Firmware and flash memory updates, along with trouble shooting using remote devices are all part of the new product offering.

Prodco's RTC9000™ Traffic Counter, combined with Prostore.net™, is an advanced retail traffic counting solution that allows retailers to channel information throughout their organization. Prostore™ delivers the real-time data to help retailers make key



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business decisions that result in improved operational efficiencies, enhanced customer service levels and increased profitability.

ABOUT PRODCO INTERNATIONAL INC.

ProdcO specializes in helping organizations improve their operations by providing the tools and expertise to collect and use accurate pedestrian and customer traffic information. ProdcO has been the leader in the delivery of traffic intelligence since 1995 and continues to set the standard with the first real-time traffic data delivery in the industry. With satisfied customers in more than 18 countries, we deliver the most flexible traffic and people counting solutions available. ProdcO's winning combination of analytical, intuitive software, agency approved certified hardware and advanced imaging technology delivers an enterprise integrated solution customized to each retailer's unique business requirements. For more information please visit www.prodcotech.com

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