



Retail Traffic Intelligence Management

FOR IMMEDIATE RELEASE

MEDIA CONTACT

Farrell Mullins

Phone: 540-551-5511 | E-mail: fmullins-us@prodcotech.com

Prodco International Inc. Announces Expansion to Better Service US Customers

Montreal, Canada – March 8, 2013 – Prodco International Inc. recently pronounced the opening of a new office in the US to accommodate the growing demand for retail traffic counting in North America.

With retail traffic counting on the rise in the states, Prodco, one of the world's leading providers of Retail Traffic Intelligence Management, intends to stay one step ahead of the competition by extending its services with the opening of its office in Roanoke, Virginia.

“The opening of Prodco’s new Roanoke client services office is an important step towards maintaining our goal of continuing to provide improved customer service to our growing client base.”, said Amedeo Romanelli, President of Prodco International. “The new office will be the first of many important advances for the company in 2013.”

Plans to develop customer service operations were initiated by projected growth in their customer base. With major retailers already on board, the expansion is more than necessary. The new office will be staffed with dedicated employees that provide customer support, service and installation requests as well as video based validation services to US customers.

Upon the release of Prodco’s new Dual-Lens Thermal Camera, more and more companies in the US are demanding this new technology. The unit allows both thermal and video views to be remotely observed simultaneously and adjusted in real time.

The use of business analytics for retail has seen exponential growth in the last several years and Prodco has been providing analytical data to the industry since 1995. The company is known for such products as Total RMS™ (Remote Management Services) and the Prodco Retail Traffic Index™.

About Prodco International

Prodco International Inc. has become a global leader in the delivery and management of retail traffic intelligence data and services. Established in 1995, we currently manage over 35,000 installation sites in 42 countries for more than 170 retailers and property managers globally. Our strength is providing traffic data information and online analytics to retailers so they can leverage key metrics to improve site performance and profitability. Our remote management services include traffic data retrieval, data auditing and system management for thousands of sites daily. Our client references include some of the most respected retailers in the industry. For more information about Prodco, visit www.prodcotech.com.

###