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**Perceptics Expands Commercial Vehicle Safety Enforcement
Market Share with IRD Agreement**

*Newly Signed Channel Partner Agreement Comes on the Heels of
Continued Sales Momentum Between Both Companies.*

Knoxville, TN: Perceptics, the leading manufacturer of DOT Number Reader and License Plate Recognition Systems announced today a new Channel Partner Agreement for North America with IRD ([International Road Dynamics Inc.](#)), a Saskatoon based system integrator providing commercial vehicle enforcement and ITS solutions. However, the agreement does not mark the start of the business relationship between the two companies. Both companies have been providing [DOT Number Reader](#) and [LPR](#) solutions in the commercial vehicle safety enforcement market for over a year, completing several product integration projects in multiple states.

VP of Sales & Marketing, Paul Bazzano states, "The approach that was taken to finalize the channel partner agreement was made possible by first, both companies working in a very open and collaborative way, where we were able to successfully demonstrate the collective value and experience of our company's solutions to Department of Transportation officials in real world projects."

[Perceptics](#) recognizes that partner relationships require greater flexibility these days to allow companies to explore the required sales, technical and installation ecosystem required to successfully support customers before contract commitments are inked. Paul commented, "When successful partner on-boarding can take up to a year, this approach required greater short-term resource investments to demonstrate value in a shorter time frame."

IRD's Executive VP & COO, Randy Hanson, states, "We are very pleased to be working with Perceptics to provide leading edge camera solutions for our government customers. The Channel Partner agreement will be of benefit to [IRD](#) and our customers through on-site demonstrations, customized solutions, and technical support. We see Perceptics as being in alignment with IRD's goals for providing high-value integrated Commercial Vehicle Operations (CVO) and ITS systems.

Perceptics' high performance, high accuracy License Plate Recognition and DOT Number Reader Systems integrated with IRD's weigh-in-motion and CVO solutions, allow state DOT officials to perform more thorough screening and safety enforcement at weigh stations and on the mainline. Presently, most mainline screening is done through transponder

based screening programs. In cases where commercial carriers do not participate in these programs, [License Plate](#) and [DOT Number Reader Systems](#) can capture vital carrier data at highway speeds, so officials can pre-sort vehicles against commercial databases such as PRISM and SAFER. [License Plate](#) and [DOT Number Readers](#) give commercial vehicle safety enforcement officers greater data and insight into both driver and commercial carrier safety records.

About Perceptics:

For over 30-years, Perceptics [License Plate Readers](#) have been accurately reading plates and state identification on all plate types, any time, day or night. Their [LPR](#), [DOT Number Readers](#) and [Under Vehicle Inspection](#) systems have been deployed in thousands of lanes worldwide, including the United States, Canada, Mexico, United Arab Emirates, Saudi Arabia, Malaysia, and Singapore.

About IRD:

[IRD](#) is a highway traffic management technology company specializing in supplying products and systems to the global Intelligent Transportation Systems (ITS) industry. [IRD](#) is a North American company based in Saskatoon, Saskatchewan Canada with sales and service offices throughout the United States and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced systems to manage and protect their highway infrastructures.

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