



For Immediate Release

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Econolite Celebrates 75 Years of Innovisioneering at the Institute of Transportation Engineers (ITE) Annual Meeting and Exhibit

Anaheim, CA, August 12, 2008 – Econolite celebrates 75 Years of Innovisioneering at the ITE Annual Meeting and Exhibit, in their hometown of Anaheim, California, at the City’s Convention Center on August 17-20, 2008. To commemorate their 75th year in business, Econolite takes this opportunity to thank valued customers and business partners for their years of support and loyalty.

In bringing the industry 75 Years of Innovisioneering, Econolite will be highlighting a variety of new and innovative transportation solutions, sure to impress ITE Annual Meeting attendees. Econolite teams with other industry solution providers—Uniloc USA, NAVTEQ, and an industry consortium led by the FHWA—to bring you the latest in transportation innovation.

Econolite brings adaptive traffic control to the forefront to ease traffic congestion in arterial systems. After taking a major role in the Federal Highway Administration sponsored Adaptive Control Software (*ACS Lite*) initiative, Econolite begins introducing the new technology into its product offering.

Together, Econolite and Uniloc USA bring *StrongPoint*[™] to the traffic management industry. This revolutionary new system secures traffic management networks, keeping malicious hackers at bay. *StrongPoint*’s timely launch comes as the industry moves to the latest communications technologies to help deliver a more comprehensive and easily deployed traffic control network.

Econolite collaborates with NAVTEQ to utilize map data as a base to display locations of its vehicle detection systems. *DCMS.2* provides the latest Rich Internet Application (RIA) technology along with a Web 2.0 “widgetware” system, offering users remote access to their traffic-monitoring network from any Web browser.

Gary Duncan, Econolite’s Chief Technology Officer, comments, “Econolite, for many years, has been an innovator of transportation management solutions, and we are committed to bringing the latest technology to transportation professionals around the world.”

About Econolite

In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic controllers (NEMA & ATC/2070), *Aries*[®], *icons*[®], and *PYRAMIDS*[®] traffic management systems, *Autoscope*[®] video vehicle detection systems, arterial systems masters, vehicle and pedestrian signals, traffic control cabinets, data collection and management services (*DCMS.2*), Intelligent Intersection[™] technology, and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that reduce traveler time, ease congestion, enhance transit operations, provide safer mobility, and improve quality of life.



About Uniloc USA

Uniloc USA is the technology leader in electronic physical device recognition for software copy control and information security. The core technology platform driving Uniloc innovation is Physical Device Fingerprinting, the Company's patented method of uniquely identifying a user device, such as a PC, game console, smart phone, or cell phone, by the naturally occurring, inherent physical imperfections of that device, and then incorporating that physical device fingerprint into licenses or access credentials. Uniloc's technologies can identify devices with more comparable accuracy than human DNA. Uniloc is the inventor and holder of the seminal physical device locking patent (U.S. 5,490,216) and has 9 related patents pending. Uniloc has applied its Physical Device Fingerprinting technical expertise to several vertical markets; including software publishing, network authentication, transportation, social networking, and DVD retailing. For more detailed information, please visit www.unilocusa.com.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has over 3,100 employees located in 167 offices in 31 countries.