



Pelco Products, Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Pelco Products, Inc. Announces the Pelco IntelliCross

Pelco Products, Inc. is proud to announce its newest product and the latest innovation in pedestrian traffic solutions, the Pelco IntelliCross.

"Pelco has been a product innovator in the traffic industry for 30 years, but I feel we're really fulfilling the need for a next generation pedestrian button with the Pelco IntelliCross. This product has so many fantastic features; it may be our best collaboratively engineered product yet," says Steve Parduhn, President/CEO of Pelco Products.

Pelco's IntelliCross product line is the result of years of research, input and design resulting in the first and technologically advanced pedestrian crossing product.

"We studied the market and features and benefits of products in the market and looked for ways to improve existing APS systems (Advanced Pedestrian Systems). One feature we really wanted our button to have is the ability to convert pre-timed intersections to fully actuated. Another was wireless button configuration: imagine the man-hours we can save with the ability to configure all the buttons at one time using a computer. In addition, the IntelliCross allows you to adjust the arrows on the fly- no having to configure in the shop and only install on the pole. In essence, we wanted to make everything easier: I think the IntelliCross does that beautifully," added Parduhn.

Pelco also engineered this button to work with off-the-shelf IntelliCross buttons. "For example, if you have an accident in an intersection and you lose a button, you normally have to put the intersection into flash, sometimes for hours, while a new button is configured. The IntelliCross has unique button memory technology, allowing the new button to take the place of the damaged one in the sequence. Thus, intersections are up and running smoothly in much shorter time," says Parduhn.

"In addition to all these great features, this button is made in the USA. So, we're providing a superior product and putting Americans to work while doing it," finished Parduhn.

For more information on Pelco Products' IntelliCross and its other products and services, contact Tracy Sherman at (405) 340-3434.