



## **PIPS & Idris Optimise their Strengths**

Two Queen's award winning company's combine their strengths. Diamond Consulting Services Ltd (DCS) have announced PIPS Technology as their latest Idris® Technology Partner (ITP).

As an Idris Certified Licensee Company (ICLC), PIPS will have the power to install, implement, maintain & support Idris software throughout the entire product range, increasing the availability of Idris within the ITS market.

PIPS philosophy is one of continual improvement, which extends to the environment and its impact on society. This partnership signals a new chapter in Automatic License Plate Recognition (ALPR) and image processing integration, which will provide end users more choice and flexibility for their projects.

Bob Lees, Managing Director of DCS, said, "PIPS brings to the table new and exciting product opportunities. A combination of the PIPS camera with Idris software on board immediately offers users reduced project infrastructure and enhanced applications! We hope to launch the first of these products at Intertraffic in Amsterdam."

Idris is currently used in a multitude of ITS applications including axle and profile based classification, vehicle priority, speed enforcement, road user charging and data recording. Idris operates in all traffic environments from free flow to congested traffic and in all weather conditions, a versatile, low maintenance, highly accurate 21<sup>st</sup> century technology.

With dual headquarters in Knoxville, Tennessee USA and Southampton, UK., PIPS Technology is the world leader in the development and manufacture of ALPR systems - mobile and fixed site - for journey time measurement, road user charging, traffic monitoring and police enforcement. Major installations include the UK National Traffic Control Centre, Trafficmaster, E-470 Public Highway Authority in Colorado, Transport for London's Western Extension Zone and all major Journey Time Measurement System contracts in the UK.

For further information, contact;

PIPS Technology, 804 Innovation Drive, Knoxville, TN 37932-2563, USA

Tel: (1) 865 392-5546

Email: [info@pipstechnology.com](mailto:info@pipstechnology.com)

Web address: [www.pipstechnology.com](http://www.pipstechnology.com)

Diamond Consulting Services Ltd, Chestnut Farm, Dinton, Aylesbury, Bucks. HP17 8UG.

Tel: +44 (0) 1296 747667

Email: [info@diamond.demon.co.uk](mailto:info@diamond.demon.co.uk)

Web Address: [www.idris-technology.com](http://www.idris-technology.com)

Idris is protected by one or more of the following patents: EP0879457, USA 6345228 , 6337640 & 937741.

Patent Applications Pending in other Countries.

*Idris® is a registered trademark of Diamond Consulting Services Ltd.*