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## Irisys ships 100,000th infrared sensor

*Irisys technology will boost customer experience for America's Premier Outfitter.*

London (Mar. 3, 2011) – Irisys, the global leader in people counting solutions, has shipped its 100,000[th] thermal imaging based sensor.

The recipient is SenSource Inc. a long term Irisys partner, and leading provider of people and vehicle counting solutions in North America, for industries including retail, entertainment, gaming, education, parking facilities, and government.

SenSource has deployed the device as part of a US customer counting initiative with Sportsman's Warehouse, a leading retailer serving outdoor enthusiasts by providing a large selection of product lines in hunting, fishing, camping, and other outdoor pursuits. Sportsman's Warehouse has 52 retail locations throughout the US.

Irisys started making thermal based people counting and queue monitors in 2001. The Northampton based company now exports over 80 per cent of its products, and its sensors track the movements of millions of people every day. In the UK, companies such as Tesco and Morrisons rely on Irisys technology to keep queues short, and customers happy.

"SenSource is a growing partner for us, and has an innovative and fresh approach," said Irisys COO, Dr Ian Wilcock. "The news comes hot on the heels of Irisys announcing more than doubled revenues for 2010."

"We're delighted to take the 100,000[th] Irisys sensor," added Joseph Varacalli, president and CEO of SenSource. "Information from the sensors enables our customers to increase efficiency, build a better retail experience, boost marketing effectiveness, and ultimately increase revenue."

The rapidly expanding SenSource Inc. is based in Ohio. Customers include Abercrombie and Fitch, American Express, Bank of America, the Grand Canyon, Yosemite national parks, and some of the largest casinos in Las Vegas.

**About Irisys**

Irisys is a UK innovator in award-winning technologies that make a significant, measurable impact on business efficiency and improve the quality of people's lives.

Irisys is a high technology manufacturing success story, exporting British technology all over the world, and regularly featuring in the Sunday Times Tech Track list of fastest growing technology companies. The company invests double digit percentage of revenues in R&D and holds over 70 patents. One in six employees has a PhD.

Irisys is the global leader in people counting technologies and real time queue management solutions. Its infrared thermal imaging solutions are used by some of the world's leading retailers to boost customer service, operational efficiency and profitability. Irisys pioneered the introduction of low cost thermal imaging cameras for industrial applications and its security technologies are predicted to transform the intruder detection market. Irisys healthcare solutions aim to make hospitals safer and cleaner, and improve home monitoring for the elderly and infirm.

The company more than doubled its revenues in 2010, both by changing the landscape of established markets and by creating entirely new areas of demand.

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