



**Cheetah USA LLC**  
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**NOT FOR RELEASE BEFORE WEDNESDAY 6th AUGUST**

## **ILLINOIS RED LIGHT CAMERA TICKETS NOT BEING CHECKED BY CAMERA VENDOR OR OFFICERS - PROOF**

GILBERT, AZ - August 6th 2008 - **They say that red-light camera tickets are always checked before being issued; first by the camera vendor and then by a police officer, right? Wrong! That's certainly not the experience of one Naperville driver.**

On Sunday July 13th, Brian Buchanan was driving his Pontiac GTO along North Ave in Melrose Park, IL. He came to a complete stop and, after verifying no other cars were coming, he turned right onto 5th Ave. The intersection of North and 5th is enforced by a Redspeed red light camera and 5 days later, Buchanan received a \$100 ticket in the mail. Redspeed say motorists will not be fined for driving through a yellow light or stopping over the white line at a red light.



"The first thing I did was check the photographs," explains Buchanan. "The first one showed me clearly stopped behind the white line, and the second one, a full 5 seconds later, showed my rear bumper is only at the white line. I'd hardly moved at all. Then I watched the video and it proved my innocence. I'd stopped behind the line for almost 3 seconds. Why did I get this ticket?"

British company Redspeed Illinois is winning a lot of contracts in the collar counties around Chicago. (Berwyn, Hometown, Rolling Meadows, Lisle, Elk Grove Village, Lombard, Orland Park, Rosemont, Warrenville, Dolton, Chicago Heights, Addison, Lake Zurich, Western Springs and most recently Fox River Grove.) One of the major reasons is their fees are only \$1500 per approach, compared to the typical \$4500 charged by the two largest industry players: Australian owned Redflex (who have the Chicago contract) and ATS (American Traffic Solutions).

"If this is happening in Melrose Park, how often is it happening in other Redspeed towns?" asked Al Smith, VP Marketing for Cheetah USA LLC. "When I saw the footage I couldn't believe this driver was ticketed. Cities need to be asking questions about the verification process that is in place at Redspeed because there is no way that footage was checked."

Arizona-based Cheetah USA manufacture and distribute a revolutionary new kind of driver safety system called the Cheetah GPS mirror, which tells drivers where the cameras are. It uses 100% legal GPS technology to remind drivers whenever they are approaching a photo enforced intersection with a red light camera, as well as other high-risk accident zones and speed camera locations. Smith added, "At the end of the day our product achieves the same aim as the cameras. Drivers become more aware of their speed, their surroundings and pay more attention in these dangerous photo-enforced areas. The GPS mirror is all about safety and modifying driver behaviour, but it also means customers don't get tickets too. We find that once police departments understand our product, they back it because anything that helps reduce red-light running can only be a good thing. The only people who object are the ones who are in it for the money, not the safety."

Smith ended by saying, "We're going to ship Mr Buchanan a Cheetah GPS mirror so he can be sure this kind of thing doesn't happen to him again."

###ENDS

**The Cheetah GPSmirror is available now for \$299 on [www.GPSdetector.com](http://www.GPSdetector.com) or various online resellers. Sources and contacts are listed on page 2.**

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## Story Resources

- 1. REDSPEED ENFORCEMENT PICTURES**  
Enforcement images for this red-light camera ticket can be downloaded from [www.gpsdetector.com/press/melrosepark](http://www.gpsdetector.com/press/melrosepark)
- 2. REDSPEED VIDEO FOOTAGE**  
Video camera footage of the incident is also available at the above link.
- 3. MELROSE PARK PD PROCEDURE: VIDEO ABOUT THIS INTERSECTION**  
Chicago Tribune Video footage published on 21 January 2008 shows the ticket verification process for this very intersection in Melrose Park, IL. It can be viewed online here:  
[www.chicagolive.com/news/red\\_light\\_cameras\\_catch\\_violat/](http://www.chicagolive.com/news/red_light_cameras_catch_violat/)
- 4. CAMERA VENDOR CHARGES**  
The figures for month charges by camera vendors come from the Cheetah "Camera Watch" Report - summer 08
- 5. HIGH RESOLUTION IMAGES - CHEETAH GPS MIRROR**  
Attached and available on request.

## Contacts

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Further information or telephone interviews on (623) 748 4562
- 2. Brian Buchanan**  
contact telephone number available on request from Al Smith  
Brian lives in Naperville, IL
- 3. Melrose Park Police Department**  
[www.melroseparkpd.com/RedLightPgm.html](http://www.melroseparkpd.com/RedLightPgm.html)  
(708) 344-8409
- 4. Redspeed-Illinois**, Lombard IL  
<http://www.redspeed-illinois.com>  
(630) 317-5700