



## Press Release

29 October 2008  
Northampton

### **Lo-Q joins the Irisys iConnect Partner Program as an Approved Solutions Partner focusing on delivering queue management solutions to the Theme Park industry.**

Lo-Q plc, the world's leading supplier of dynamic virtual queuing systems to the theme park and related market places, has today joined the Irisys iConnect Partner Program.

Says Leonard Sim, Executive Director of Lo-Q: "We get people out of queue lines so they can spend the time waiting for their ride enjoyably - in restaurants, shops, playing games or just relaxing. Our intelligent VQ2020 system does not give a "jump to the front of the line" problem to the parks but manages a guest's ride reservations to give him a more relaxed fun-filled day, without impacting other guest's waiting times. Together with our theme park customers we have been looking for a solution to enhance our system by more accurate measurement of waiting times in the queues for the rides. After evaluating the market and a number of tests, we have chosen to partner with Irisys, who are recognized as the world's leading manufacturer of people counting technology, and we expect this relationship to bring us fresh opportunities"

Says René Schrama, Irisys' Sales Director for People Counting: "We are very pleased to welcome Lo-Q into our partner program. Their unique queue management solution for theme parks is a perfect example of the innovative spirit we seek in our partner base. Combining our people counting technology with the patented Lo-Q solution will surely be received with great interest in the Theme Park sector and we are looking forward to launching this jointly into the market."

The solution will be officially launched at the IAAPA ATTRACTIONS EXPO 2008 which takes place 17 to 21 November in Orlando, Florida, USA.

#### **About Irisys**

InfraRed Integrated Systems Ltd. specializes in the development and manufacture of intelligent infra-red detectors used in people counting, queue management, thermal imaging, healthcare and security applications. Founded in 1996, Irisys is based in Northampton, UK with offices in the US. For more information, visit [www.irisys.co.uk](http://www.irisys.co.uk)

#### **About Lo-Q**

Lo-Q plc, formed in August 2000, is directed by an experienced board supported by a strong management team and dedicated staff. The headquarters and development labs are in Henley-on-Thames UK with a subsidiary in Douglasville, Atlanta, USA. Lo-Q has extensive patents in Europe and USA with others pending in Hong Kong and Japan. For more information, visit [www.lo-q.com](http://www.lo-q.com)



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