

Press Release

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Intelligent Deer Crossing System Just Got Smarter

DeerDeter Wildlife Crossing Guard Develops High Frequency Unit for Residential Areas

Mount Laurel, New Jersey, May 6, 2009: Jafa Technologies, Inc. and their Austrian JV partner, IPTE, announced today that DeerDeter, a U.S. Joint Venture, completed development of a deer collision avoidance roadside configuration for applications in residential areas.

The units are activated by approaching headlights to set off a sound displeasing to deer and other animals, along with a supplemental strobe light that represents

movement. As deer-vehicle accidents continue to increase and deer become more and more prevalent in residential areas, some of DeerDeter's potential customers expressed concern about the repetitive activation of the unit's sound in high traffic



residential areas. The sound could become annoying in residential areas so IPTE developed and tested a unit with a higher frequency sound not discernable to humans.

This dual-sensory roadside technology deters deer from continuing across the road. Since an approaching vehicle triggers the device, animals are allowed to cross roadways at times when they do not present a danger to traffic. The “brains” of the unit is a durable circuit board and processor promising years of sustained performance at low cost in terms of both initial installation and follow-on maintenance. The units can be reprogrammed with different sounds to avoid animals becoming desensitized to a specific stimulus.

The DeerDeter system was successfully tested in the U.S. in an exceptionally hazardous area in Springfield Township, New Jersey, near Ft. Dix Army Base. The system has also been deployed by the E-470 Highway Authority in Denver, Colorado and in Essex County, New Jersey. DeerDeter Wildlife Crossing Guards are in production with 3500 devices deployed in and around Austria as a deterrent to keep animals of all types from crossing roads with more than 90% effectiveness reported.

The cost of lives, property, and carcass removal continues to grow with deer overpopulation. In 2006, State Farm Insurance Company cited annual figures of 1.5 million animal-vehicle collisions, with over \$1 Billion in damages. As many as 10,000 injuries and more than 200 fatalities annually are reported, according to the Insurance Information Institute for Highway Safety.

More information about the DeerDeter system is available by contacting Jafa Technologies, Inc. at 856-206-9427 or by email to emulka@jafatech.com.