

## **Rhythm Engineering Aligns with MarketLink to Drive Sales for InSync**

*By MarketLink Services*

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*Rhythm Leverages MarketLink's Sales and Marketing Expertise to Grow Sales and Increase Adoption of the InSync Solution across municipalities.*

LENEXA, KS – Rhythm Engineering, a leading innovator of adaptive traffic control systems, announced today, an alliance with MarketLink Services, the leading provider of outsourced marketing and sales services in the high-tech market, aimed at bringing Rhythms' latest product InSync to traffic engineers and municipalities across the nation. The new relationship is expected to generate new sales of InSync, a Next Generation Adaptive Traffic Signal System that reduces stops by as much as 90%, travel time by 30%, emissions by 30% and fuel consumption by 20%.

“Rhythms' InSync is a groundbreaking product that will be of immense interest to traffic engineers and municipalities alike,” said Reggie Chandra, Principal Engineer for Rhythm Engineering. “The Traffic Signal Industry is about 30 years behind in technology; the InSync Solution uses proven principles of artificial intelligence and robotics for traffic signal optimization.” “We are excited to have MarketLink Services as our extended sales force; MarketLink has a proven reputation for driving market awareness and penetration into desired markets.”

“MarketLink thrives on providing the latest technologies to municipalities, education and commercial customers. The InSync solution is an ideal advancement for municipalities looking to improve traffic flow, reduce fuel consumption and emissions, and satisfy frustrated citizens”, said Dan Dempsey, President and CEO of MarketLink Services. “The Rhythm product offering is complementary to our wireless solution from Alvarion, and should be an exciting solution for our thousands of municipality customers and prospects.”

InSync is an overlay over an existing traffic signal system and works seamlessly with Type-170 or NEMA traffic signal controllers. No additional hardware or detection methods are required to deploy InSync. Learn more at <http://www.rhythmtraffic.com/adaptive.htm>

### **About Rhythm Engineering**

Rhythm Engineering is a multi-disciplinary group of engineers and software developers who are committed to bring technological solutions to the transportation industry. Rhythm Engineering's most-noted contribution to the transportation industry has been InSync, an artificial-intelligence (AI) based traffic-adaptive system that synchronizes traffic signals. The system is very modular and very easy to deploy. The group boasts of expertise in Traffic Engineering, Electrical Engineering, Computer Engineering, Wireless Communications (both licensed and unlicensed spectrums), and Ethernet networking. We have focused expertise in arterial operations that include traffic signal optimization, Traffic Management Center (TMC) design/deployment/operations, traffic signal controller hardware and software, and traffic signal system integration. For more information, visit <http://www.rhythmtraffic.com>.

### **About MarketLink Services**

MarketLink Services has provided channel development, sales and marketing solutions for many start-ups, SME's and leading high-tech companies since 1997. Drawing on our vast experience and key relationships in the industry, MarketLink customizes sales, marketing and distribution plans for effective penetration into desired markets. We have built our success upon delivering measurable results for clients through targeted, strategic campaigns to achieve market dominance. The depth and breadth of experience in the MarketLink

team enables us to deliver services that bridge the gap between manufacturer, reseller and consumer. For more information, visit <http://www.marketlinkservices.com>.

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MarketLink is a leading national channel development organization, building successful sales channels for high-tech companies and manufacturers through customized sales and marketing. MarketLink creates demand and drives sales for desired markets.

Category	Transportation, Technology, Engineering
Tags	traffic, traffic control, traffic signals, adaptive traffic signal systems, insync, rhythm engineering, marketlink
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