

Traffic Control Corporation Joins Zetron Collective Brilliance Partner Program

Redmond, WA, October 17, 2018 – [Zetron](#), a global leader in integrated mission critical communications technology, today announced that Traffic Control Corporation (TCC), a premier distributor of traffic signal equipment and controls, is now an authorized partner in the Zetron Collective Brilliance program. By joining the program, TCC is able to market, distribute, and service Zetron's full suite of command and control solutions for transportation and public safety organizations.

TCC is headquartered in Woodridge, IL, with more than 50 employees spread across its nine sales and services locations across the Midwest region of the United States. Over its 72 year history, TCC has become an established leader in the traffic and intelligent transportation systems (ITS) business, with the largest inventory of products, widest solution delivery and servicing footprint, and most robust traffic systems customer base in the region.

"Transportation is one of Zetron's fastest growing command and control markets in the US and internationally, so we're excited to welcome TCC to the Collective Brilliance program and look forward to leveraging their subject matter expertise and industry leading customer service to represent Zetron solutions throughout the Midwest," said Scott French, Zetron Vice President and General Manager, Americas.

Mission critical command and control systems are an important part of the information technology ecosystem of many of the transportation and public safety customers TCC is already servicing today.

"Digital transformation is constantly changing the traffic and transportation systems landscape," said Joe Spedale, TCC Vice President of Sales and Marketing. "Joining with Zetron enables TCC to bring world class command and control capabilities to our customers, many of which we know are operationally constrained by the legacy communications technologies they're making due with today. So the Zetron mission critical communications suite is a fantastic fit for TCC and our market."

For more information about the Zetron Collective Brilliance partner program for transportation organizations, please contact bcusack@zetron.com.

About Zetron, Inc.

Zetron has been designing and manufacturing integrated mission-critical communications systems since 1980. Its offerings include NG9-1-1 call-taking, CAD, mapping, dispatch, voice logging, fire station alerting, and location service systems. They are expandable, interoperable, and able to support geo-diverse operations. What's more, Zetron backs its products with technical support, training, and project-management services known for their skill and responsiveness. With offices in the United States, the United Kingdom, and Australia, and a global network of partners, resellers, and system integrators, Zetron has installed thousands of systems and tens of thousands of console positions worldwide. Zetron is a wholly owned subsidiary of JVCKENWOOD Corporation. For more information, visit: www.zetron.com.

About Traffic Control Corporation

Traffic Control Corporation (TCC) was founded in 1946 as a distributor of traffic signal equipment and is firmly established as the local expert on traffic control matters in the Midwest. Today, Traffic Control Corporation has a territory that includes eleven states throughout the Midwest. We are one of the largest distributors in the United States offering products from over 40 different manufacturers. Always staying ahead of the curve on advancing technology and changing traffic management needs has allowed TCC to serve the region over the last 65 years. The success of TCC is predicated on our knowledge, experience and, most of all, attentiveness to our markets and our clients. For more information, visit: <https://www.trafficcontrolcorp.com/>.

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