

Texas Transportation Solutions Provider Paradigm Traffic Systems Partners with Zetron for Mission Critical Communications Tech

Redmond, WA, November 28, 2018 – [Zetron](#), a global leader in integrated mission critical communications technology, today announced that Paradigm Traffic Systems, a leader in traffic and intelligent transportation systems (ITS) for 25 years based in Arlington, TX (USA), has been authorized as a Zetron Collective Brilliance Program Partner. Paradigm will now market and service Zetron's full portfolio of integrated mission critical communications solutions throughout the state of Texas.

Paradigm Traffic Systems maintains an extensive and knowledgeable sales and technical team that supports its portfolio of ITS and traffic signal systems from office locations in Arlington and Houston. 2019 will mark Paradigm's 25th year in business, in which time the company has accumulated a strong customer base of state, municipal, and local government customer agencies.

"Unrivaled quality, reliability, and support are all tenets of Zetron's rapid growth in transportation solutions," said Bill Cusack, Director Business Development at Zetron. "Paradigm's proven relentless focus on delivering an unparalleled customer experience in this important sector make the company an exceptionally well-aligned partner to represent Zetron solutions all across the great state of Texas."

Paradigm's expansive base of government customers for traffic and transportation systems are often the same agencies responsible for funding and managing public safety answering points (PSAPs) for emergency response operations, as well as communications and command centers for public and private transportation authorities.

"A core value proposition of our business has always been an exceptionally well-trained technical staff to assist our customers in every aspect of their critical infield product applications," said Jerry Priester, President of Paradigm Traffic Systems. "Mission critical communications systems enables us to offer a more comprehensive solution suite to the same public safety and transportation agencies we've served for 25 years."

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 Paradigm Traffic Systems

Established in 1994, Paradigm Traffic Systems maintains a large team of expert technicians and service professionals in Texas, with decades of traffic service experience. Our team possesses the knowledge and manpower to provide unrivaled hands-on customer service and ongoing support for small to large projects. Paradigm specializes in traffic signal systems sales, service and installation, freeway traffic management, integrated communications systems, and offers a full line of intelligent transportation system products and parts. For more information on Paradigm Traffic Systems, visit: <https://www.paradigmtraffic.com>.

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