



Grant Butler Coomber

### **Infrared specialist Irisys appoints GBC to build its international profile**

London – 12<sup>th</sup> May 2008 – Northampton based Technology Company Irisys (InfraRed Integrated Systems Ltd.) has chosen Grant Butler Coomber as its new PR agency.

The international campaign, run by a multilingual team based in London and San Francisco, will initially focus on Irisys' people counting and queue management solutions for the retail industry as well as its handheld imagers for industrial and security applications.

GBC's associate board director Daniel Couzens said: "Infrared technology was initially developed for heat seeking and night vision applications for the military. Irisys pioneered the first affordable, accurate infrared cameras for use in all kinds of commercial applications. They are tremendous innovators and are taking this technology into new areas like retail and the security. We're excited about working for this UK technology success story both here in Europe and in the USA".

Irisys specialises in the development and manufacture of intelligent infra-red detectors used in thermal imaging, people counting, queue management and security applications.

The company is rapidly developing into a significant force in modern retail technology. Its people counting and queue management systems are used by major retailers worldwide including Ikea, Selfridges, Tesco, Vodafone and Zaavi (Virgin Megastore). Founded in 1996, Irisys is based in Northampton, UK with offices in the USA. For more information, visit [www.irisys.co.uk](http://www.irisys.co.uk)