



KATrimels EMAIL REWRITE

Subject Line: Automatic Traffic Counts in Your Pocket?

Are you still using pneumatic traffic counters? You know, the ones with data boxes that are the technological equivalent of a slide rule?

Great news! You no longer have to lug around dozens of ice chest sized boxes in order to get accurate counts. In fact, we offer a new traffic counter that fits in your shirt pocket and weighs about the same as a modern smartphone.

The pocket-sized Pico Count 2500 not only provides you with accurate traffic counts, it collects speed and classification data as well. With the ability to take a reading every 31 *microseconds* and enough memory to hold 20,000,000 vehicle counts, it can handle your most demanding application.

I can confidently say that because we successfully use the Pico Count 2500 every day in our traffic data collection business.

More importantly, the Pico Count 2500 system couldn't be easier to use. If you know how to turn on a computer and plug in a USB drive, you have all the skills necessary to download its accurate data. And unlike competitors costing 3X as much, the download software is provided at **NO ADDITIONAL CHARGE**.

Of course none of this matters if it cannot withstand the rigors of field use. That's where the Pico Count 2500 really excels.

It is manufactured from a single piece of gold anodized, machined aluminum with a lifetime battery. This makes it so durable it comes with a 10-year manufacturer's warranty.

What does this mean to you? It means if your Pico Count 2500 experiences a hardware failure, just call us and we'll replace it. Right away with no argument. Which frees you up to get your work done.

Go to www.CountingCars.com today to find out more about how the Pico Counter 2500 will bring your data collection into the 21st Century while saving you time and stress.

Or, if you'd like to discuss getting started with your own Pico Count 2500 system, [email me here](#). I'll happily answer any questions you may have.

I'm looking forward to helping you improve your traffic counts.

Mike Spack, PE, PTOE



ORIGINAL EMAIL

Subject Line: Inexpensive Cutting Edge ATR/Tube Counter (Pico Count 2500)

Although lifting 15 pound tube counters may be part of your exercise program, budgets are tight and you shouldn't be investing more in 20th Century traffic counters. That's why we've developed the \$399, iPhone™ sized Pico Count 2500 traffic counter (collects speed and classification data as well as volumes).

Here are the top three reasons the Pico Count 2500 will make your counting easier:

1. You can carry 100 of them on the front seat of your work van.
2. Free downloading/reporting software is so simple Steve Jobs would be proud of us.
3. 10 year replacement warranty means you never have to haggle with your vendor over repair costs – if something breaks, we get you a new counter.

[Email me](#) with any questions, or go to www.CountingCars.com to buy your PicoCount 2500 today.

Waiting eagerly for your reply,
Mike Spack, PE, PTOE