

TSS ADDS IRAN TO ITS GLOBAL COVERAGE

Simaron Pardaz Co. to provide Aimsun software and services in Iran

BARCELONA, Oct 30, 2007 – Transport Simulation Systems (TSS) has appointed Simaron Pardaz Co. as the distributor of Aimsun in Iran. Operating from its headquarters in Tehran, Simaron will be showcasing Aimsun at a number of specialist conferences around Iran and the Middle East.

The agreement establishes Simaron not only as an authorised reseller of Aimsun but also as a technical certified partner of TSS. Services offered by Simaron in the region will include engineering consultancy, user training and technical support.

Signing the agreement in Barcelona, Jaime Ferrer, managing director of TSS said: “With its number of populous and congested cities exceeding 20, Iran is a fruitful field for the application of transport modelling in Aimsun. We are pleased to be entering the Iranian market with Simaron, a company with a strong engineering background and a focus on simulation. It is our hope that the use of Aimsun software on traffic engineering projects around the country will enable Iranian cities to work better, thereby contributing to reduced congestion and pollution.”

“We believe Iran will be well served by a local team with strong engineering expertise and experience in simulation. By drawing on our established presence as a supplier of simulation software and services we are able to focus on the particular needs of our country’s customers,” added Mohammad Arbab, commercial director of Simaron. “Furthermore, with the fine reputation of Aimsun, our investment in training and marketing and the support of TSS we see significant potential in the government and private sectors,” Mr. Arbab concluded.

-ENDS-

About TSS

TSS is the technology leader in transport modelling software. TSS introduced traffic micro-simulation on standard computers in the late 1980s with Getram. Today TSS continues to innovate with Aimsun: the only integrated, open and extensible transport modelling environment, which uniquely allows users to fuse static, dynamic and hybrid approaches within a single model. TSS has offices in Barcelona and works with distributors in 50 countries to service some 900 users in government, consulting engineering and academia. For more information, visit www.aimsun.com.

About Simaron Pardaz Co.

Simaron Pardaz Co began its operations as an engineering consultancy in March 2000. Building on its founders’ engineering expertise, Simaron quickly won and delivered successful projects for a number of reputable clients in the manufacturing and industrial engineering sectors. The company has since expanded its mission to become an authorised reseller for specialist simulation software by Webb Systems and Incontrol Enterprise Dynamics. For more information, visit www.simaron.com.

Customer Contact:
Mohammad Arbab
arbab@simaron.com
Tel : +982 188 913 626-29
Fax: +982 188 913 093

TSS contact:
Aurore Remy
aurore@aimsun.com
Tel: +34 93 317 16 93
Fax: +34 93 317 17 16