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HOT Lanes? Cool Solution!

Philadelphia (May 7, 2006) With **HOT Solution™**, a new joint product of MARK IV IVHS and Electronic Transaction Consultants Corporation (ETC), state transportation departments and toll agencies now have an end-to-end, turnkey solution to automate High Occupancy Toll (HOT) lanes.

“High Occupancy Toll (“HOT”) facilities are recognized throughout the transportation industry as the next-generation solution to urban traffic management. But HOT lane systems integration can be challenging. System components from multiple vendors can create cost inefficiencies, integration failures, deployment delays and can result in an ineffective system,” said Martin Capper, president of MARK IV IVHS and the current chairman of ITS America

With many state transportation departments looking at HOT lanes to manage urban congestion, there is growing need for a reliable, easy to implement, cost-effective, end-to-end solution.

According to ETC managing director Tim Gallagher, “HOT Solution™ brings together a fully-integrated suite of hardware, back office systems, maintenance and operations features that together create a seamless, turnkey HOT lane infrastructure that is robust, reliable, and cost-efficient. And, importantly for transportation authorities, it can be acquired through a single procurement.”

Hot Solution™ includes the following components:

Hardware Suite provides pre-integrated system components for lane activity monitoring, electronic toll collection and toll enforcement operations. Readers, transponders, antennas, cabling, gantries and connectors form a seamless turnkey hardware solution with field-proven reliability.

Hot Solution™ Back Office Platform is a browser-based Customer Service Center module that delivers superior customer care. Its transponder distribution, account management, regional interoperability, web, audit and reconciliation interfaces and retail distribution capabilities provide a robust backbone for efficient HOT lane operations.

Pre-Integrated Systems are one of the major pioneering features of Hot Solution™. Each system component and technology platform feature is pre-integrated to provide a seamless, end-to-end system from lane deployment and violation enforcement to automatic vehicle detection, back-office functions and critical roadside components.

Lane and Roadside Solutions are next-generation systems ensuring reliable and accurate lane activity performance, toll attendant operations and maintenance monitoring.

Interest in HOT lanes has dramatically grown as a result of new federal legislation allowing all states to convert existing HOV lanes to HOT lanes – lanes that allow single occupancy vehicles to gain access by paying a variable toll to maintain free flow conditions even during the height of rush hours. In addition, this legislation allows all states to use federal highway funds to build new HOT lanes.

According to Capper, “While there is no one single solution that will meet every agency’s unique needs, HOT Solution™ is extremely flexible and can be easily customized to meet specific operations, business systems and reporting requirements. What’s more, it is proven reliable.”

Gallagher added, “In addition, HOT Solution™ can be procured with any staff necessary to operate a new HOT lane, making it a complete business process outsourcing solution.”

About ETC

From simple installations to highly-sophisticated operations, ETC delivers non-stop toll innovation. ETC provides more than exceptional products and services for the toll industry. It is a recognized leader of delivering innovative solutions and unparalleled service that bring value to government transportation agencies, toll authorities and their patrons. In addition to its industry-leading designs for HOT lanes, ETC has created and delivered advanced Open Road Tolling (ORT) installations since 2001, including the nation’s first all-electronic toll road, the Westpark Tollway.

About MARK IV

MARK IV IVHS supplies the majority of electronic toll collection equipment in North America. With more than 25 million toll transponders shipped MARK IV has enabled many landmark intelligent transportation system deployments, including: Canada’s Highway 407 ETR, the world’s first, non-stop, all-electronic toll road; numerous border crossing projects; and, the E-ZPassSM system of the Interagency Group of 22 toll authorities.