

Traffic Technologies, Inc. Develops Mobile E-ZPass Unit To Manage Great New York State Fair Parking

- *ETC technology combines with cellular broadband transmission to provide parking fee collection and enhanced traffic flow in temporary remote parking areas during the popular Fair.*

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More than one million people are expected to attend the State Fair during its run from August 23 to September 3. It is the largest and most historic exposition of its kind in the Northeastern United States.

The Mobile E-ZPass Unit developed by Traffic Technologies, Inc. will speed parking fee collection and traffic flow into the Empire Expo Center – home of the Great New York State Fair - which has parking facilities for 24,000 vehicles. Traffic Technologies, Inc. has a contract with the New York State Thruway Authority to develop the system.

The Mobile E-ZPass Unit delivers the Electronic Toll Collection technology of E-ZPass in a completely self-contained trailer, allowing the technology to be used in any location during the Fair. Each Mobile E-ZPass Unit is equipped with an E-ZPass tag reader and antenna system mounted on an overhead arm, permitting motorists with E-ZPass tags on their vehicles to pay parking fees and enter the Fair parking facilities quickly and conveniently.

"This is truly an innovative application of the E-ZPass technology," said Stan Weiss, P.E., founder and principal of Traffic Technologies, Inc. "We've integrated all of the necessary ETC



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technologies into a mobile unit, which gives tremendous flexibility to collect parking fees and manage traffic flow into the Fair."

Michael Kolb, principal of Traffic Technologies, Inc., said that vehicles equipped with E-ZPass tags are processed by the Mobile E-ZPass Unit's tag reader, which communicates with a control computer developed by Traffic Technologies, Inc. Each parking fee transaction is transmitted via the mobile unit's cellular broadband connection to a centralized server, then on to the E-ZPass Customer Service Center for posting to the customer's account.

"The beauty of this mobile application of the E-ZPass technology is that it can be deployed in areas without the permanent infrastructure such as power, communications or equipment mounting locations that ETC systems normally require," said Kolb. "We think the Mobile E-ZPass Unit will have broad applications in a variety of areas where temporary parking or toll collection are needed."

"The New York State Thruway Authority and the New York State Department of Transportation have been working with the State Fair to provide more efficient parking facilities at this year's Great New York State Fair in the hope that Fair-goers will not be delayed getting to the Fair, and once they get there will have an easier time parking," said Thruway Authority Executive Director Michael R. Fleischer. "The Mobile E-ZPass Unit will allow motorists with E-ZPass Plus to pay parking fees and enter the Fair parking facilities quickly and conveniently."