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Contact:
Renata Haberkam
The Traffic Group, Inc.
9900 Franklin Square Dr. - Suite H
Baltimore, MD 21236
T 410.931.6600
F 410.931.6601
rhaberkam@trafficgroup.com
http://www.trafficgroup.com/

ALPR-ANPR Technology Used to Study I-95 in North Carolina

Baltimore, MD – January 14, 2010 – A recent traffic data study in North Carolina saw the use of a new automatic license plate recognition (ALPR) technology from England. The Traffic Group, the largest provider of traffic surveys in the United States used the new Evo8 camera from UK-based, CA Traffic Limited and gathered an unprecedented volume and accuracy of data.

The survey was commissioned on behalf of the North Carolina D.O.T. The objective of the study was to provide 'origin/destination' data to evaluate the need for tolling of I-95.

Data was collected over a 30-hour period at 10 individual sites along I-95, from the South Carolina border to Virginia, a total of 175 miles. Using a total of 40 cameras, some of the survey sites were many miles apart and many of these road sections carry in excess of 30,000 vehicles per day. Many of these vehicles are trucks and tractor trailers, the license plates of which are notoriously difficult to detect and 'read' with automated equipment.

This was the second time that the ALPR products from CA Traffic Limited were used in the United States. Wes Guckert, President and CEO of The Traffic Group, Inc. said, "The reliability of the CA equipment is far superior to equipment that has been available up till now. The accuracy of CA Traffic's Evo8 camera has provided valuable data which we can use to assess the impact of toll charges on the highways."

The study resulted in the collection of over 300,000 license plate images.

The ALPR technology produced by CA Traffic provides high performance with enhanced characteristics to obtain images clearly and accurately. Each Evo8 camera is equipped with onboard memory, enabling the capture of up to 60,000 images and license plate data. The plate number, plate image and infrared image of the vehicle are stored and downloaded onto the client server after each survey period. The design of the Evo8 camera is compact and self-contained. It is simple to use and runs multiple plate libraries.

The richness of the data collected to be analyzed will provide Government with investment-grade surveys to determine the most appropriate way to "toll" or "not to toll" I-95.

The Traffic Group is a Baltimore-based traffic engineering and transportation planning consulting firm providing traffic data collection, studies and design. The firm's inventory of 40 ALPR cameras is believed to be the largest in the country. Since 2003, The Traffic Group has conducted more than 20 major ALPR studies, collecting and matching more than four million license plates across the country.

For information http://www.trafficgroup.com
Contact rhaberkam@trafficgroup.com
Phone: 410-931-6600

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