

**FOR IMMEDIATE RELEASE**

## **The Traffic Group, Inc. Offers an Innovative Alternative to Traditional Origin and Destination Studies -- Automated License Plate Recognition (ALPR) Technology**

Baltimore, MD (July 10, 2007) – The Traffic Group, Inc. has been awarded another contract to undertake an Origin and Destination Study using their Automated License Plate Recognition (ALPR) hardware and software.

In contrast to the manual process typically used to conduct Origin and Destination Studies, The Traffic Group, Inc. uses a digital technology. This method, unlike the manual process allows for the recording of license plates, day or night, at any speed and can be configured to record multiple lanes, concurrently.

Over the last two years, The Traffic Group, Inc. has undertaken ten (10) such studies using cameras to record and document license plates as they pass a designated area.

The Traffic Group's hardware and software is portable, and in the past has captured over 250,000 license plates in a single 24-hour period using multiple cameras and processors.

This is the same technology used for the City of London, England Congestion Management Program, which is now being considered in New York City. In London, daily traffic was reduced by 20%, emissions cut by 15% - resulting in increased revenues for transit services.

The Traffic Group's technology is an ideal way to test the practicality of a similar program in major US cities.

This technology is excellent for Origin and Destination Surveys, general travel surveys, and homeland security issues.

About The Traffic Group, Inc.:

The Traffic Group, Inc. is a Maryland-based leading traffic engineering and transportation planning specialty firm in the Mid-Atlantic region, offering a wide range of specialized traffic engineering services to both the public and private sectors throughout the United States, and internationally.

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