

New Tolling Technology Test Site

July 16, 2014

What Are the Goals of the New Tolling Test Site?

- ▶ **Enable best customer experience when the Tollway selects and implements new technologies. An example of this is feedback (beeping) transponders.**
- ▶ **Enable ongoing innovation with cutting-edge technologies. An example of this is smartphone tolling.**
- ▶ **Enable ongoing tuning of existing technologies to maximize efficiencies and to minimize costs. An example of this is the triangulation of antenna signals for the best transponder reads.**

What Is the New Tolling Technology Test Site?

- ▶ **First of its kind in the nation, allowing the capture of data from “captive traffic”**
- ▶ **A “living laboratory” for the adoption and management of future tolling products**
- ▶ **A tool to maximize revenues and control costs**
- ▶ **An opportunity to remain at the forefront of the industry**

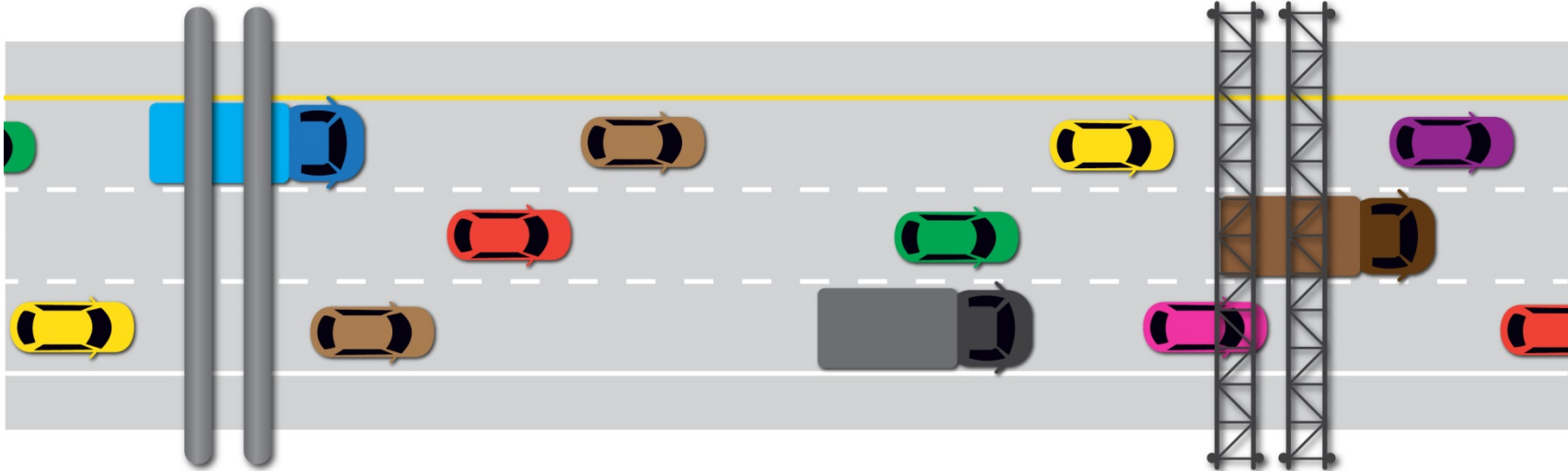
How It Works

TOUHY AVENUE TOLL PLAZA
(exists today)

Control Tolling Scenario

TOLLING TECHNOLOGY TEST SITE
(operational early 2015)

Experimental Tolling Scenario



Data transaction #1 -----> Transaction Comparison <----- Data transaction #2
Analyzed

Rendering of new tolling test site with proposed signage.



Potential 2015 Test Subjects

- ▶ Q1 - Transponders with multi-protocol readers, like TollTag, Fastrak and SunPass



- ▶ Q1 - New image capture camera technology
- ▶ Q2 - Feedback transponders (confirm toll paid and low balance)
- ▶ Q2 - Smartphone tolling applications



THANK YOU
