



Location: Pleasantville Toll Plaza, Atlantic City Expressway.
Located 4 miles outside Atlantic City, New Jersey.

Idris Technology Partner (ITP): Traffic Technologies Inc. (TTI).

Client: South Jersey Transportation Authority (SJTA).



Pleasantville NJ Governor McGreevey giving a speech at the Express Lane Opening.

Application: Idris AT700 Tolling – express lanes. 2 lanes in each direction of Open Road Tolling (ORT)

Background: The project began with a white paper of options for the SJTA which was completed in January 2003. The white paper took into consideration SJTA's requirements for an Open Road Tolling solution for two undelineated travel lanes with vehicles traveling at highway speeds. SJTA required AVC and VES to work in conjunction with the Mark IV AVI subsystem to accurately determine the correct toll for all vehicles utilizing the ORT lanes and to capture images of all vehicles not bearing valid transponders. Among the recommendations was that the proposed system employ Idris Technology for the AVC subsystem. The decision was made to use the Idris Technology due to its capabilities within an ORT environment and a proven track record. Authorisation for the actual project development was issued in May 2003.

In November 2003 a test site was opened at exit 41 on the expressway. This was a development site containing an Idris AT700 2 lane setup which included AVI and 1 lane of VES equipment. This development site was used to test all the equipment and software including the interactions and timing between the various devices. The system performance was fine tuned as development progressed.

Unique Features: The SJTA had a requirement to classify stretch limos, this profile was developed and implemented by TTI who are certified and trained to provide Idris support and maintenance to end users.

Challenges: The test site was the first site to be deployed with a Mark IV Tag system in a multilane ORT environment. This type of system proposed the challenge of overcoming AVI read latency (the time taken between the tag read taking place and the information getting to the system). TTI with the assistance of DCS were successful in overcoming this challenge to provide highly accurate AVI correlation.

Project Detail: The opening date for the production site was 6th May 2004, this was 3 weeks ahead of schedule. The site has two lanes in each direction, eastbound and westbound. The lanes are equipped for what is called "Express EZPassSM". Michael Kolb, Vice President of TTI said "The Idris Technology was selected because of its low maintenance, high reliability and high accuracy. In addition the AVI correlation capabilities greatly improved the performance of the entire system."

As well as the Idris Technology, the systems lane controller uses software developed by TTI to interface to the AVI and VES subsystems and the plaza system. The TTI software is responsible for coordinating all sensor activities in the lane and generating the actual transactions for each vehicle.

For further information please visit TTI @ www.t-t-i.com or DCS @ www.idris-technology.com

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The Idris Technology is protected by one or more of the following patents: EP0879457, USA 6345228, 6337640 and 6483443.

Patent Applications Pending in other Countries

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