



# Idris eye

www.idris-technology.com

Christmas 2007

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## Christmas Message

This year, DCS are taking steps to reduce their carbon footprint by replacing their annual Christmas cards with a special edition of Idris Eye. All monies saved on this venture will be donated to Iain Rennie Hospice at Home ([www.irhh.org](http://www.irhh.org)). So, may we take this opportunity to wish all our partners and associates...

## A Very Merry Christmas and a Prosperous 2008

### New Face on the Idris Team

Jo Bate, the organisational whiz who keeps our Idris head office running smoothly is off on maternity leave at Christmas. We wish Jo every happiness with her new family and look forward to her return in 2009. In the meantime, we welcome Lucy Edwards to the team. Lucy will be responsible for covering Jo's role within the Idris team and ensuring the continued smooth operation of the office. Lucy has diverse office experience having worked for various organisations as well as small unique businesses. Her organisational skills come into good use when managing our varied working environment, and she is looking forward to what lies ahead in 2008.

**Welcome to the team Lucy!**



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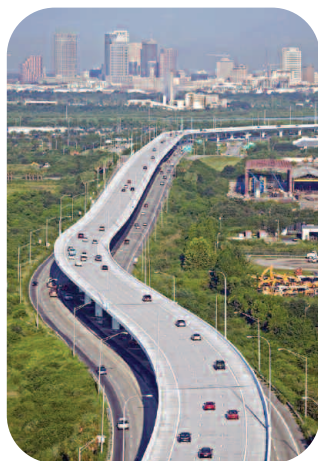
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## Idris & Excellence



At the recent International Bridge, Tunnel and Turnpike Association (IBTTA) Toll Excellence Awards 2007, Tampa's Reversible Express Lane (REL) received the International Presidents' Award 2007 for the most creative, innovative and positive toll project. First opened to traffic in July 2006, the REL project is a nine mile elevated structure with

reversible commuter lanes and an open road tolling (ORT) gantry. The entire operation is managed with a system of computer-controlled gates, cameras and variable message signs. In addition, tolls are collected using the world's first reversible ORT lanes, based on the Florida Turnpike Enterprise Sunpass transponder system. This system relies on Idris detection technology to determine vehicle presence, speed, axle count and additional relevant information while the car is travelling through the detection range. One reason the technology was selected was due to its bi-directional vehicle detection and classification ability. Duplicate lane equipment such as cameras had to be installed on the gantries to enable the lanes to function in reverse, whereas, only one Idris system was necessary.

In less than a year of full operations, the REL was exceeding the daily projections made for that first year by 25%. Traffic and revenue continue to outpace official projections as more people discover the 20-30 minutes of time savings in each direction. Through the combined efforts of consultants, technology providers and road operators the quality of life for the people using the Tampa Hillsborough Expressway is improving and on the move!



(pictured Left to Right: Martin Stone, James Ely, James Hargrett)

Photo courtesy [www.ibtta.org](http://www.ibtta.org)



## Meet some clever clogs

Intertraffic 2008 - Amsterdam

Idris Technology will be exhibiting at Intertraffic 2008, at the RAI Exhibition centre, Amsterdam April 1st - 4th 2008.

Intertraffic offers a comprehensive overview of the traffic and transport industry. The exhibition is a great opportunity to meet, network and build on business relations with over 25,000 professional visitors and exhibitors. Our stand 07.508 (hall 7) will have information and fact sheets available for all your vehicle detection and classification needs, demonstrating Idris in action with live site data collection and mock-up test lanes. Call in and chat with the Idris team or alternatively, if you would prefer to arrange a more formal meeting with any of the Idris engineers during this event, please contact us to arrange a convenient appointment.

**We look forward to seeing you there!**

1st - 4th April 2008

Visit us at stand 07.508 (Hall 7)

Amsterdam RAI Exhibition Centre  
Amsterdam, The Netherlands

For further information, visit [www.idris-technology.com](http://www.idris-technology.com)  
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