

# Improve Traffic Flow with HOT Lane Solutions

## HOT Lane Benefits

- ▶ Increases total system capacity and maintains traffic flow
- ▶ Higher revenue generation from toll collections
- ▶ Eliminates the need for new road construction
- ▶ Customizable gantry design to fit each individual stretch of highway
- ▶ Offers higher revenue collection accuracy with field-proven system performance and tag interoperability
- ▶ Quick installation and maintenance access
- ▶ Direct communication of toll rates to motoring public
- ▶ Helps reduce emissions



High Occupancy Tolling (HOT) is a solution to metropolitan traffic congestion by allowing single occupancy vehicles (SOVs) the option to use underutilized high occupancy vehicle (HOV) lanes at variable prices. HOV lane system upgrades to HOT lanes help improve travel times and reduce the costs of decongesting high traffic areas.

HOT lane systems provide a customized, cost-efficient alternative to expand capacity and help relieve congestion. By using electronic toll collection (ETC) reader antennas over HOV lanes, SOVs equipped with ETC tags can use the HOV lane during peak traffic hours for real time, variable prices that can be dynamically set by the toll authority to maximize revenue.

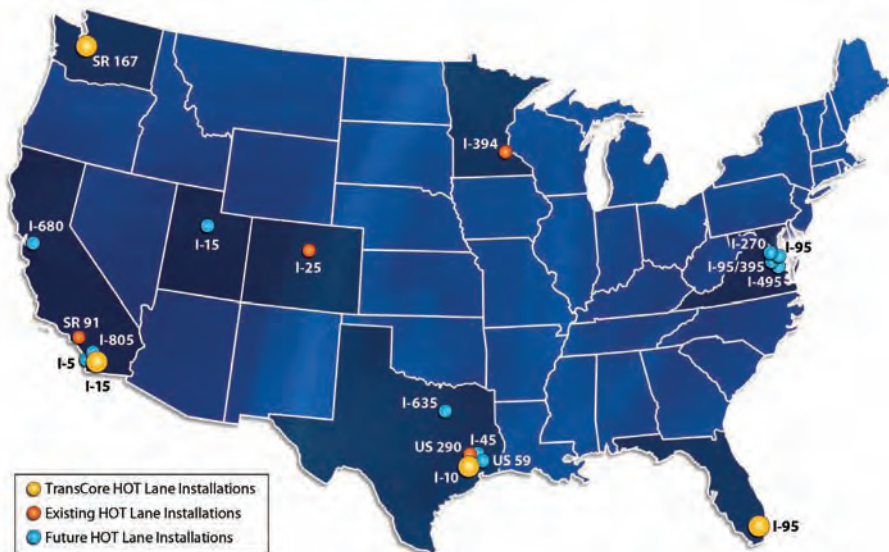
Upgrading HOV lanes with TransCore's HOT lane system improves traffic flow and is a cost-effective alternative to additional road construction.

Even where no HOV lanes currently exist, HOT lane expansions can help fund roadway widening during these tight budgetary times, especially through public-private partnerships.

TransCore is your HOT lanes and toll collection systems partner, from system design and structural analysis, to FCC licensing, installation, maintenance, and operation.

[transcore.com](http://transcore.com)

## U.S. HOT Lane Installations



Our experience in designing, deploying, operating, and maintaining major toll collection systems is unparalleled. **We also possess more experience with HOT lanes than any other company to date.** We have assisted the San Diego Association of Governments (SANDAG) for more than 10 years with the implementation, operation, and maintenance of the I-15 Managed Lanes in San Diego.

### Worried About Enforcement?

TransCore provides an integrated suite of back office, lane sensing, and display hardware, as well as enforcement vehicle solutions to enforce the use and charging of the HOT lanes.

TransCore supplies:

- ▶ Toll audit system indicators for police stationed by the HOT lanes
- ▶ Vehicle Enforcement System (VES) cameras and image servers for HOT lane vehicle identification independent of the ETC tag
- ▶ Optical character recognition (OCR) identification and lookup of license plates on lists of "plates of interest"
- ▶ HOV nomination features through both tag switch and Web/back office interactive voice response (IVR) nomination
- ▶ Real-time image and transaction forwarding to the enforcement vehicle
- ▶ Handheld enforcement readers for tag operational history verification and status lookup
- ▶ Wide area links to the back office for transaction history and current tag status for roving enforcement

For more information:

Call **1.800.923.4824 • 214.932.9815** or fax **214.932.9818**



**HOT Lane Installation**  
San Diego, California

*Real time, variable pricing allows for maximized revenue based on the value of time savings and available traffic capacity.*

### eZGo Anywhere™ HOT/HOV OBU



*TransCore's eZGo Anywhere™ HOT/HOV On-Board Unit (OBU) is a high-speed, high-performance radio frequency identification (RFID) tag suitable for electronic toll collection and traffic management applications where driver feedback is specified.*

### Toll Solutions



Parking Solutions

Airport Solutions

Rail/Intermodal

Trucking & Logistics

