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imaging technology solutions

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Perceptics Rolls Out Unprecedented Operations Business Model to the E-Tolling Industry.
*Perceptics Plans to Roll Out New BOOM Model to operators
and integrators of E-Tolling.*

Knoxville, TN: In an Alliance for Toll Interoperability (ATI) Webinar set for January 16, 2013, Perceptics will present their much anticipated BOOM model for Automated License Plate Recognition (ALPR), Systems. BOOM, which stands for Build, Own, Operate and Maintain, will be an industry-first for e-tolling operators and integrators, helping to expedite new technology implementation in the field while streamlining the billing and enforcement side of the business.

John Dalinsky, Perceptics' VP of Business Development, defines BOOM as, "a methodology that provisions highly accurate license plate reading capability on a fee for service basis via a performance-based contractual arrangement". Up to now, e-tolling operators and integrators purchased and installed hardware. Maintenance services were an ongoing part of the financial equation for operator's budgets. With BOOM, equipment related capital outlay and maintenance and sustainment expenses are done away with, replaced with a fee based on system performance.

"We are excited to see how BOOM and the deployment of Perceptics' advanced ALPR technologies will revolutionizes this industry," says John Dalinsky. "With our legacy of reading plates at the borders and other high profile installations, Perceptics is the only ALPR vendor who is willing and able to offer this service, Dalinsky continues.

Perceptics' ALPR systems with state identification can deliver plate read accuracy levels of 95% and higher read confidence ratings, reducing the amount of manual plate reads performed every year. With BOOM, operators will achieve greater organizational efficiencies and a peace of mind that desired ALPR performance levels will be met and maintained long after systems are deployed. A promise other ALPR companies cannot deliver.

About Perceptics:
For over 30-years, Perceptics License Plate Readers have been accurately reading plates and state identification on all plate types, any time, day or night. Their LPR and Under Vehicle Inspection systems have been deployed in thousands of lanes worldwide, including the United States, Canada, Mexico, United Arab Emirates, Saudi Arabia, Malaysia, and Singapore.

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