

## **TagMaster announces traffic control installation at the island of Capri in Italy**

**Kista, Stockholm. 20 June 2011** – TagMaster, the leading producer of advanced RFID solutions for long-range identification, announces the installation of automatic vehicle identification for traffic control on the island of Capri in Italy. The installation is being handled by TagMaster's long term partner, Generale Sistemi and their systems integrating partner Zucchetti SpA div. Kronotech.

Traffic control is more and more used in many urban areas to limit and to facilitate a more efficient traffic flow. In many cities the centre is further protected for both environmental reasons but also to support a pedestrian friendly environment. This was the situation in the beautiful Island of Capri with a high number of visiting tourists.

To make it possible to handle transportations in the medieval city at Capri with narrow streets and many pedestrians small electrified vehicles are being used. A high number of such vehicles are used for all kind transports and a system to control the traffic was asked for. After an extensive analysis a web based system was created to control the traffic by handing out transport permissions. In this way it has become possible to adopt the traffic based on the demand but also on the flow of pedestrians over the course of the day providing with a safe, convenient and environmental solution. The parameters can be adjusted over time to adjust to any change in traffic or number of pedestrians.

Long range readers from TagMaster are used to identify the vehicles driving by at various key positions through out the city. This information is sent to the management system to be used to control the actual traffic flow as a feed back to the planning system. Due to the small form factor and discreet design the installation is made possible into the existing infrastructure with no implications for existing buildings. The possibility to adjust the read range and fine tune the read area has been key to the success in this installation.

The system has been well received and has lead to improved transportation efficiency but also to an improved environment for the visiting tourists.

"Traffic control is a growing demand in the market to handle city congestion, to improve transportations as well as to improve the environmental conditions. Long range RFID is a very suitable technology to be used in this type of application providing with a flexible and very reliable means for identification of vehicles. The implementation designed by our partner Zucchetti using TagMaster RFID readers and ID-tags is one more example of a successful installation" says Adolfo Deltodesco, CEO at Generale Sistemi SrI.

### **About TagMaster AB**

*TagMaster is a Swedish technology company founded in 1994 with headquarters in Kista (Stockholm), Sweden. TagMaster designs and markets advanced long-range radio frequency identification (RFID) systems and information services associated with automatic vehicle identification, rail-bound transportations and people access, in order to increase efficiency, security, convenience at the same time as decreasing environmental impact. TagMaster exports primarily to Europe, Asia and North America via its global network of partners, systems integrators and distributors. TagMaster shares are traded on First North in Stockholm, Sweden. TagMaster's Certified Adviser is Remium AB. [www.tagmaster.com](http://www.tagmaster.com)*

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