

TagMaster premium partner to the North American market announces the Reforma parking installation in Mexico City

Stockholm, Sweden, 13 April, 2011 - TagMaster, the leading producer of advanced long-range and high-performance identification systems based on Radio Frequency Identification (RFID) systems for Automatic Vehicle Identification (AVI) solutions today inform that their premium partner Tagmaster North America has announced the installation in the Reforma 222 parking garage located in downtown Mexico City, Mexico.

Grupo Danhos, a real estate firm, with over 28 years of experience in the development, construction and operation of office buildings, and shopping centres, primarily in Mexico City was looking to improve the access control of their parking garage where monthly users and residents were using proximity cards to get into the parking facilities.

The requirement was a solution allowing their parking system to authorize entry and open the gate without the driver having to stop, or open their car window. This was asked for in order to provide the customer with a safe convenient way to enter the garage. **Automatización y Tráfico Alto S.A. de C.V.**, an experienced parking and security provider, has taken the lead in this installation.

The installation is built upon a combination of LR-3 series RFID Readers and MarkTag Classic ID-tags integrated with the Federal APD ScanNet System. The project was finalized on November 2010 and is now in full operation. The TagMaster AVI system not only helps to improve the traffic flow - it also improves the efficiency of the garage operation and reduces a primary source of air pollution by cutting down on the number of idling vehicles.

Mr. Roberto Arouesty, President of Automatización y Tráfico Alto S.A. de C.V. noted: *"This system has really helped in reducing the traffic we used to have during peak hours, and is much friendlier to the customers"*.

Ali Khaksar president of TagMaster North America noted, *"TagMaster AVI system is recognized across North America and Latin America for reliably maximizing the bottom line and productivity while minimizing operational and maintenance downtime"*.

About TagMaster

TagMaster is a Swedish technology company founded 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 and to decrease environmental impact. TagMaster exports mainly to Europe, Asia and North America via 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

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