

TagMaster announces the Chapman University installation

Stockholm, Sweden, 17 July, 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 inform today that their premium partner Tagmaster North America has announced Chapman University in Orange, CA. as a recent addition to its customer base of successful installations. The installation makes a tighter parking operation possible with an improved use of the available parking space. Automated Access Systems, Inc., a regional leader in access control and parking solutions performed the installation.

Prior to the installation, parking controls were virtually non-existent. With no barrier gates to restrict entry and exit, anyone – students, faculty, staff, and visitors - could park anywhere and anytime. The university therefore decided to install an Automatic Vehicle Identification system based on 18 TagMaster LR-6 long range readers and 12,000 MarkTag ID-tags to control the gates. Chapman University now enjoys the benefits of tighter parking controls, thus dramatically enhancing their ability to manage parking operations. Drivers are now able to park in assigned parking structures at specific times with exclusive parking in designated parking areas still assured. Visitors with pay-and-display privileges can park at specified times.

Vehicle entry and exit time has also been accelerated due to TagMaster's convenient, hands-free and highly automated RFID AVI technology, contributing greatly to an enhanced traffic flow, especially during congested periods. An improved traffic flow promotes also a minimized environmental impact. Additionally, tighter parking controls and the elimination of need for parking guard monitoring during business hours have contributed to an overall cost savings for Chapman University.

Sheryl Boyd, Supervisor of Parking and Transportation Services, at Chapman University noted, "The implementation of parking control systems at our most centrally located parking facilities has allowed us to provide better customer service for our students, faculty and staff. The ease of entry and exiting utilizing TagMaster's RFID AVI's allowed for a smooth transition into this new approach to managing our parking facilities here at Chapman University. We have also been able to utilize occupancy data provided by the TagMaster Readers to better allocate our parking resources."

Ali Khaksar president of TagMaster North America noted, "*The Chapman University installation solidifies the Tagmaster North America market presence in the university sector and is yet more proof of the superiority of the TagMaster AVI product line.*"

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 transportation, asset management 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 a 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.

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