

### TagMaster NA & ITR Parking Solutions partner to Successfully Deploy state-of-the-art CT-45 LPR Camera with DESIGNA PARCS at Lake Lanier Resort

TACOMA, WA | 2022 – TagMaster North America, Inc., the leading provider of long-range, high-performance, and accuracy License Plate Recognition (LPR) systems for Automatic Vehicle Identification (AVI) deployed the innovative CT-45 LPR camera for a busy Resort at Lake Lanier north of Atlanta in Georgia. ITR's customer demanded an LPR solution that would effectively, reliably, and accurately read the license plates of all vehicles in their population. This extremely busy DESIGNA PARCS location manages a high volume of daily users with owners, employees, and visitors. With hundreds of transactions a day, accuracy and performance are critical components for the success and oversight of the day-to-day operations of the resort. TMNA provided an updated OCR library capable of reading all the plates in circulation, optimizing throughput speeds, and ensuring only authorized vehicles were able to gain access while collecting accurate data. TagMaster NA OCR Engineering team worked closely with ITR to ensure current plate populations and new formats, fonts, colors, and layouts for the state were acknowledged and reviewed to ensure the accuracy percentage they are seeing today.



With a UI accessible from any web-browser configuration of the cameras was extremely convenient and allowed for the installation to be quick, and efficient, and ultimately provided ITR and their valued customer with a low Total Cost of Ownership and smoother parking operations for their owners, employees, and visitors. Seamless integration with the DESIGNA PARCS equipment made for an efficient installation process. Carbon emissions for vehicles gaining access were greatly reduced while throughput speeds have been increased and security was highly maintained. Since 1969 clients throughout the Southeast have trusted ITR with their parking, access, and revenue control (PARC) needs. Focusing on providing clients with innovative and technology-driven solutions to their specific needs, partnering with TagMaster NA LPR provided a clear win-win-win solution for all parties involved. TagMaster NA has maintained its position as a leader in the vehicle identification market for over 25 years with a future adaptive and ready product line of innovative technology solutions with unparalleled support and partner dedication.

*"ITR was very pleased with the professionalism and expertise that TagMaster NA provided us in resolving this challenging LPR application. Its approach in engineering and deploying this solution was excellent."* -Michael Givens, President of ITR Parking Solutions

*"The ease of implementation of TagMaster LPR cameras for this busy location offers ensures the highest security while adhering to a very high accuracy standard" Ali Khaksar noted, "Offering dynamic solutions for installations like this along with the expertise of ITR Parking ensures innovative and cost-effective solutions."* – Ali Khaksar, President and CEO of TagMaster North America, Inc.

**With the deployment of TMNA CT-45 LPR cameras by ITR Parking Solutions a 98%+ accuracy\* has been achieved for the facility ensuring it not only receives the benefit of reliable vehicle identification but also can rely on this data for additional security purposes. \*Accuracy is dependent on-site specific variables including but not limited to camera placement, vehicle population, lighting and environmental factors, contact TMNA to learn more**

ITR Parking Solutions has served a broad array of industries, providing excellence, consultation, and custom solutions for over 50 years. For more information on ITR Parking Systems products, support and services, visit [www.itrps.com](http://www.itrps.com) or contact [sales@itrps.com](mailto:sales@itrps.com) | P: 770-496-0366

TagMaster North America, Inc. is the leading provider of long-range, high-performance Radio Frequency Identification (RFID) solutions for Automated Vehicle Identification (AVI) and rail-bound transportation. Convenient and efficient RFID solutions from TagMaster NA can increase security and decrease environmental impact. Seamless integration and reliable performance records are TagMaster North America's distinct hallmarks. For more information on TagMaster products, support and services, visit [www.TagMasterNA.com](http://www.TagMasterNA.com) or contact us at [info@TagMasterNA.com](mailto:info@TagMasterNA.com) | P: 253-238-1421