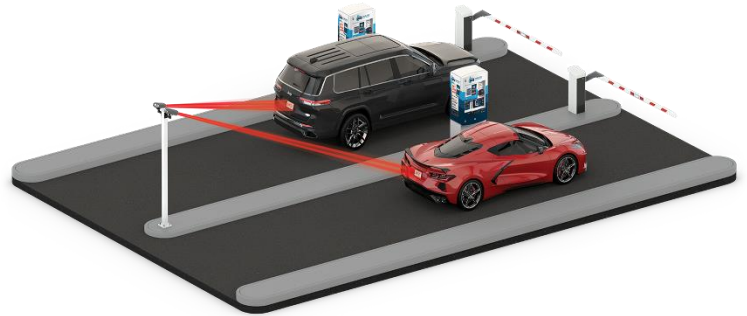# TagMaster North America, Inc.

Tacoma, WA | January 2023 TagMaster North America, Inc. (TMNA), a leader for AVI (Automated Vehicle Identification) with over 25 years of experience and technical knowledge, announces the successful implementation of the **innovative CT-45 LPR Camera** with industry-leader, Hamilton Manufacturing Corp to provide a fully integrated and high accuracy vehicle identification solution for car wash applications.

The high-performance LPR technology offered by TagMaster NA addresses a wide range of challenges in this market, offering the ExpressPass LPR solution, which is a fully automated and efficient monthly club membership solution. By fully automating the monthly club member signups it drives revenue and loyalty. Increased throughput, loyalty, and recurring revenue are just a few of the benefits of Hamilton and TagMaster NA's LPR solution.

TagMaster NA's LPR technology platform offers a feature-rich identification solution with a constantly updated OCR engine to ensure the highest read accuracy of plates from every state and new issuance plates for every state. The dual cameras (both IR and Color) ensure that even damaged, or non-reflective plates are captured as well. By optimizing the customer experience and ensuring a seamless and accurate transaction the customer retention rate increases as well as personalized and/or custom services are increased, resulting in higher revenue from new and recurring customer bases.

Hamilton Manufacturing is a leader of unattended car wash kiosks, providing systems with innovative technologies, superior capabilities, as well as outstanding security and durability. Their solutions are designed to engage customers and grow businesses through innovative technologies, superior marketing capabilities, as well as outstanding security and durability. The dual (IR and white light) LPR camera is capable of capturing all distinct types of vehicles traveling at variable speeds and angles with extremely high accuracy, including partially reflective and damaged plates. The LPR camera also provides additional information, such as overview images from the color camera associated with the transaction, which ensures fast and accurate information and vehicle identification throughout the operation and a seamless experience for the car wash club members. Together Hamilton Manufacturing and TagMaster North America are able to offer the very latest technologies and customer convenience into a low TCO and high ROI solution for the car wash industry.

Hamilton Manufacturing has been in business since 1921 and is a leading producer of unattended payment solutions for the carwash, parking, laundry, and amusement verticals. Hamilton designs, manufactures, and supports some of the most innovative products in the modern car wash industry. Their hardware, technology, and market solutions contribute to a superior experience for your customers, while also helping improve your operational efficiency and profitability. **sales@hamiltonmfg.com** | P: 888-723-4858

TagMaster North America, Inc. is a leading provider of Intelligent Identification solutions, offering dual technologies, including long-range Radio Frequency Identification (RFID) and License Plate Recognition (LPR). TagMaster NA addresses a wide range of challenges in the parking, rail bound, access, industrial and security industries with 25 years of experience and technical knowledge. The diverse family of hardware and software solutions ensures maximum adaptability and versatility. sales@TagMasterNA.com | P: 866-615-5299