

TagMaster

North America, Inc.

PRESS RELEASE

Regional Transit System Finds the Right Solution with TagMaster

Coast Mountain Bus Company integrated TagMaster RFID Readers and Tags with Coencorp's FuelZone Transit.



TACOMA, Wa. | January 3, 2012 — TagMaster RFID products are now used in conjunction with Coencorp's automated fuel management system, FuelZone *Transit*, at all six of the Coast Mountain Bus Company's service locations.

Coast Mountain Bus Company (CMBC), based in Burnaby, British Columbia, connects the region by providing a customer centric transportation network that values safety and excellence and strives to be a leader in environmental performance. CMBC installed Coencorp's FuelZone *Transit* system in 2007 and replaced a previous RFID system with the TagMaster solution in 2010.

RFID tags are mounted on the roof of each bus and readers are installed on the ceiling to check the bus in at each fuel lane. Once a bus is identified, the fuel management system unlocks the appropriate pumps while a Coencorp wireless Vehicle Data Unit (VDU) transmits information such as mileage and idle time to the system controller.

The Heavy Duty TagMaster tags have fully predictable life spans, independent of the number of times read, allowing CMBC to plan replacements and avoid monitoring the remaining life of the tag. Heavy Duty tags are able to withstand vigorous carwash jets and brushes every day and stay securely mounted to the roof of each bus.

TagMaster's LR-6 readers installed on the ceiling use an adjustable read lobe to only read the tag on the bus parked beneath the reader. A defined read lobe allows multiple readers to be located close together without reading across lanes.

"The TagMaster system has improved our data capture rate and the system has operated without any issues for over a year. I would recommend TagMaster tags and readers for systems where reliable tag response is needed and/or a defined tag lifespan is needed," said CMBC Maintenance Planning Manager, Derek Leach. RFID data capture improved to 99.9% once the TagMaster system was installed and CMBC has now implemented TagMaster RFID across their entire fleet. Project completion is expected early 2012.

TagMaster North America, Inc. is the leading provider of long-range and 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, as well as excellent customer service and support.

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