

## TagMaster North America system improves the vehicle access control at Reforma 222 in Mexico City



**Tacoma, Washington | April 6, 2011 - TagMaster North America, Inc.**, the leading provider of long-range and high-performance Radio Frequency Identification (RFID) systems for Automatic Vehicle Identification (AVI) announces that its system is being used to provide fast and secure access to **Reforma 222** parking garage, located in the heart of 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 centers, 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.

Grupo Danhos required a system for allowing their parking system to authorize entry and open the gate, without the driver ever having to stop or open their window 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. TagMaster AVI was successfully commissioned to replace the proximity system at Reforma 222 in order to minimize queuing time for the tenants; shorter queues mean fewer emissions and extremely pleased monthly parkers.

The project was finalized on November 2010, using a combination of TagMaster LR-3 PRO RFID Readers, MarkTag Classic Tags and integrated with Federal APD ScanNet System.

TagMaster AVI system not only helps to improve the traffic flow, but also improves the efficiency of the 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 North America, Inc.:** TagMaster North America is the leading provider of long-range and high-performance Radio Frequency Identification (RFID) solutions for Automatic Vehicle Identification (AVI) and rail bound transportation. TagMaster North America offers diverse solutions to increase efficiency, security, and convenience while decreasing environmental impact. Reliable performance, expert hardware/software customization, seamless integration, next-generation technology and excellent customer support are TagMaster North America's distinct hallmarks.

**For additional information, please contact:**

### TagMaster North America, Inc.

15 Oregon Ave., Ste 305  
Tacoma, WA. 98409, USA

Tel: (253) 238-1421 / (866) 615-5299  
Fax: (253) 238-7762

sales@tagmasterna.com  
www.tagmasterna.com