

IBTTA  
orlando  
2012



# 80<sup>th</sup> Annual Meeting & Exhibition

CELEBRATING 80 YEARS | DELIVERING REAL SOLUTIONS

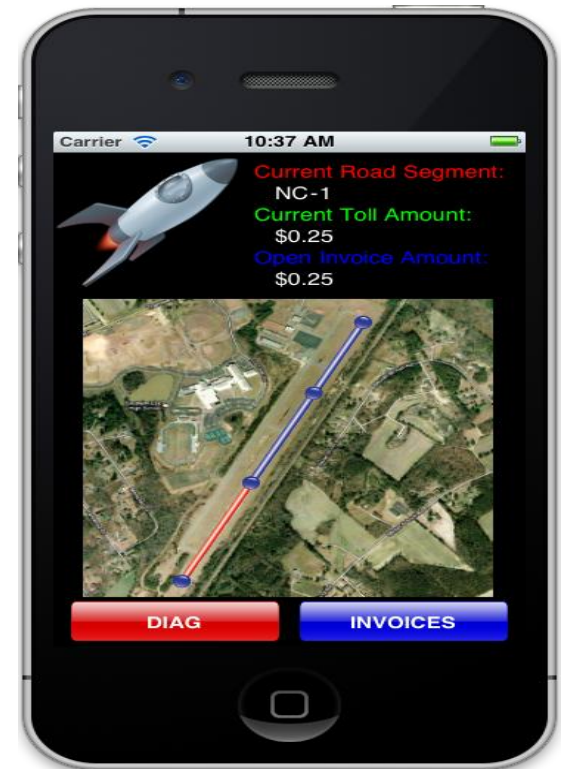
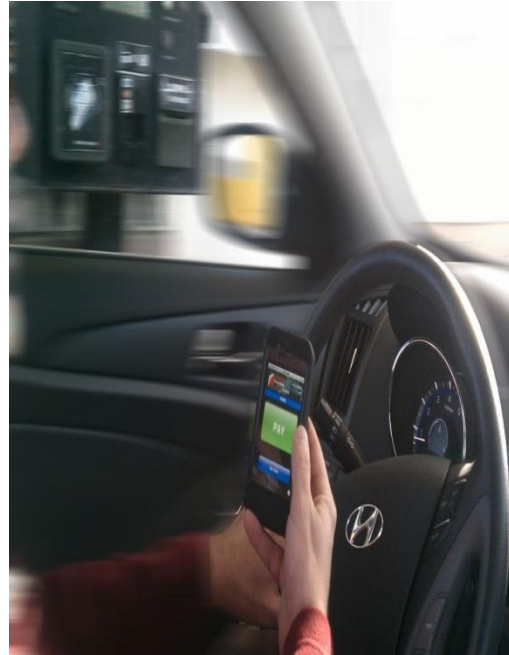
September 9-12, 2012 | Hilton Orlando Bonnet Creek | Orlando, Florida



## THE WOW FACTOR



## FREEDOMPASS MOBILE™



*American Roads...saving time and saving fuel through technology  
America's only interstate transportation owner/operator/technology company*

[www.freedompassmobile.com](http://www.freedompassmobile.com)

# American Roads Technologies

## 72.5 Million Owners and Growing

**U.S. Smartphone Market, by Platform**  
Dec. 2010-March 2011, 3-month average share  
Source: comScore

MobiLens data [from](#) comScore released in May indicates 72.5 million people in the US owned smartphones by March 2011, up 15% from the preceding three-month period. Google Android continued its trend of luring US smartphone subscribers from RIM Blackberry, though RIM retained its number two position. Android gained about 21% market share from December 2010, rising from 28.7% to 34.7%.



# Where is the industry heading?



- **NHTSA to make decision on 'connected vehicle' legislation in 2013 (Michigan test bed)**
- 2019 anticipated first year for vehicle manufacturer production
  - Requires vehicle manufacturer to use compatible technology (Alliance for Automobile Manufacturers)
  - "It may be 10 years before the industry is able to respond to standards; it takes years for new technology to work its way into the entire population of cars" (NHTSA)
- Anticipate that it will use Dedicated Short Range Communication (DSRC, 802.11p/5.9GHz)
- First priority will be safety and interoperability.
- Commercial applications are untapped
- Issues abound: IPv6, V to I (jurisdictional cooperation, costs and concerns), V to X (cellular possibilities)
- "By 2016 most cars will work with smart phones" (Forbes.com)

# American Roads Technologies

## **Freedom Pass™ Mobile**

The application allows payment by credit card or agency account. With our Patron Fare Unit attended/cash points become cashless.

## **-Freedom Pass™ Unlimited**

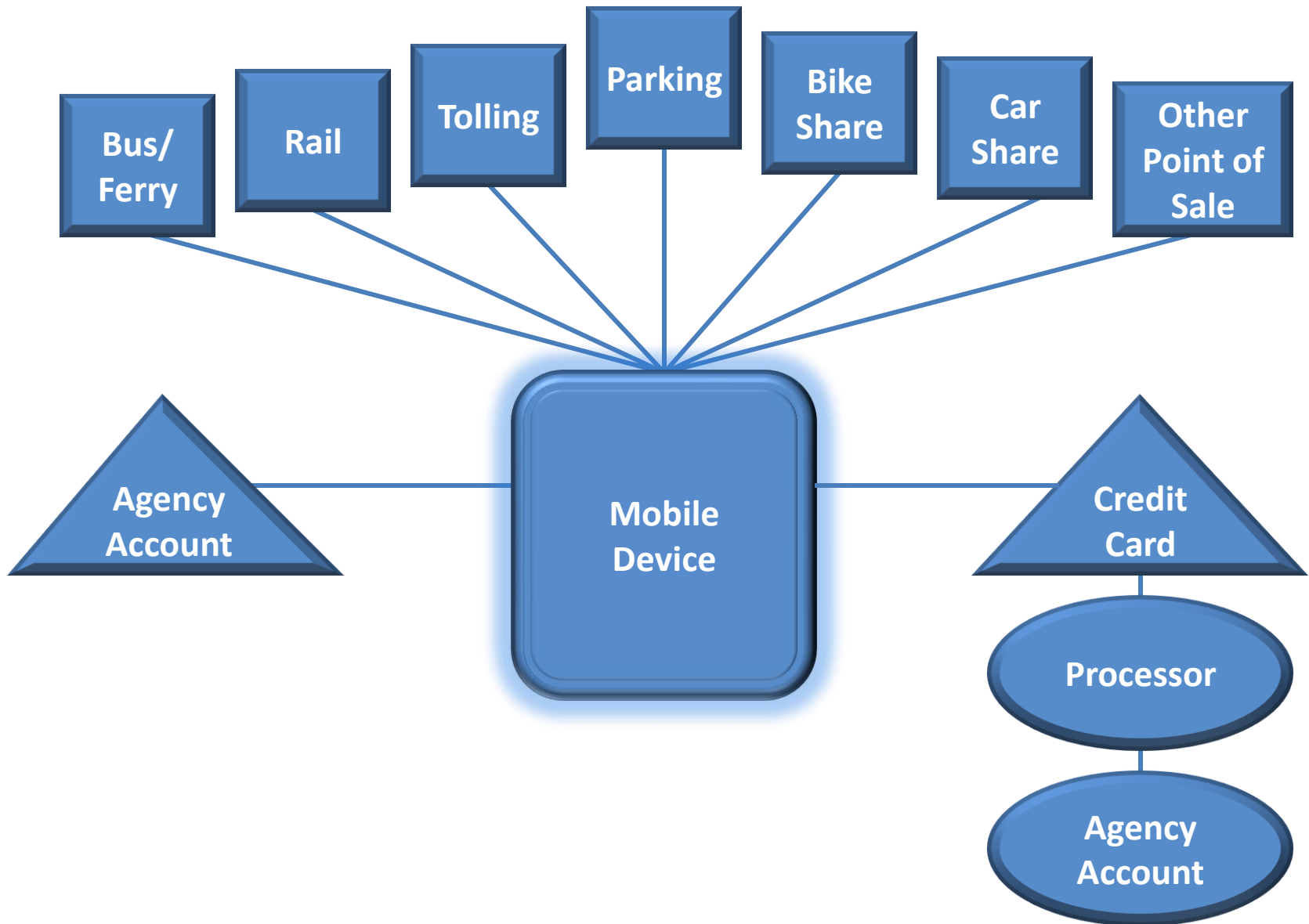
This application provides a variety of prepaid marketing and promotion opportunities for hotels, venues and special events.

## **-Freedom Pass™ OpenRoad**

The Open Road Collection Application is a mobile software package which enables the traveler to pay toll by use of a credit card or through an agency account without the need for a transponder or other credentials on fixed cost, variable/dynamic price and managed lanes.

Using proprietary algorithms, road usage is calculated, tracked and billed in real time for each segment of road traveled. Instant traveler access is available for trip charge reports and e-mail receipts. ORCA supports multi-agency interoperability; one mobile phone application is operable on any number of different toll roads.

# American Roads Mobile Intermodal Solutions





# Currently the only mobile application for paying toll in the US



# FreedomPass™- Open



- No added capital or maintenance costs
- Intended to supplement existing open road tolling technologies



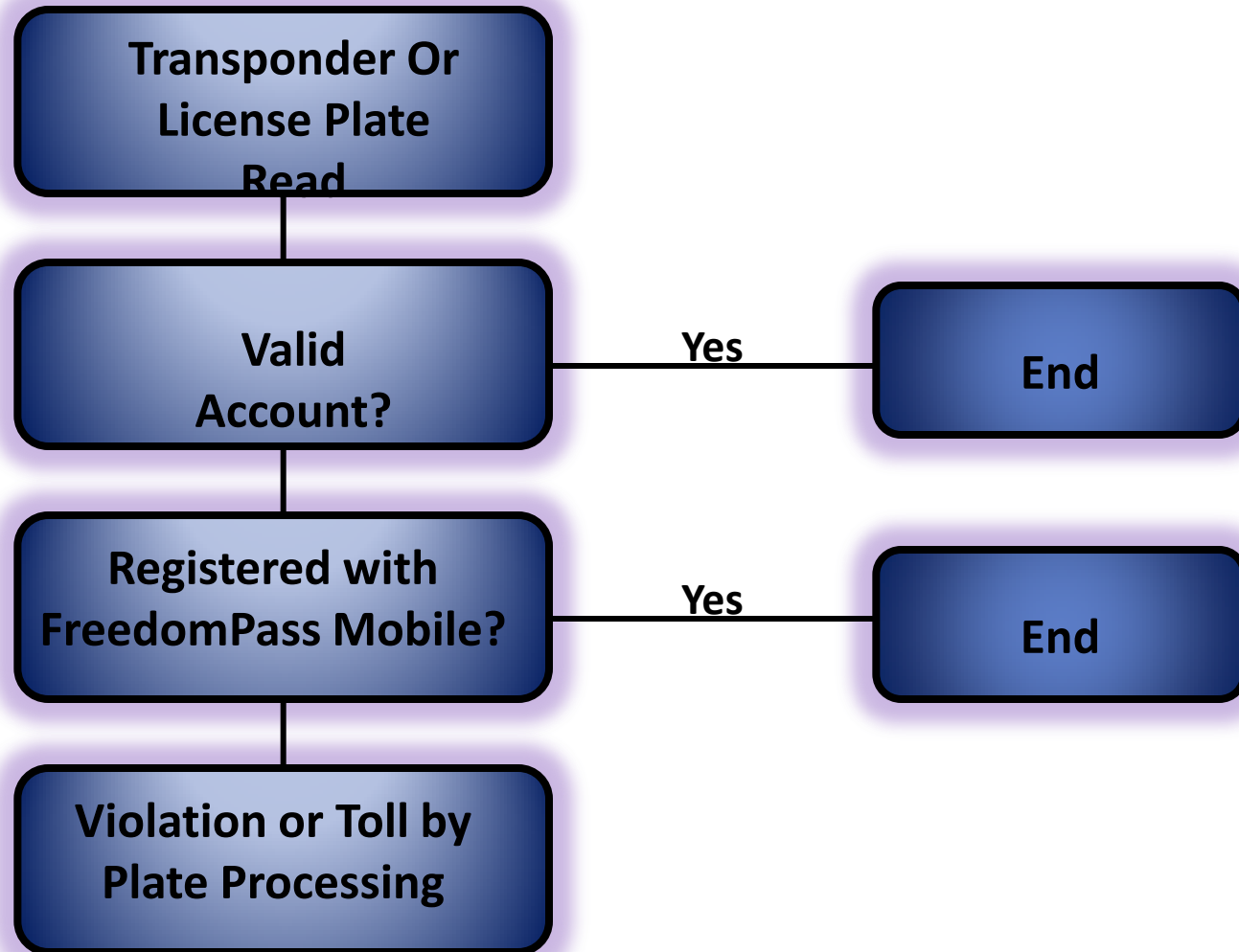


# FreedomPass™

- Designed for visitors, tourists and infrequent users
- Most violators don't want to be violators



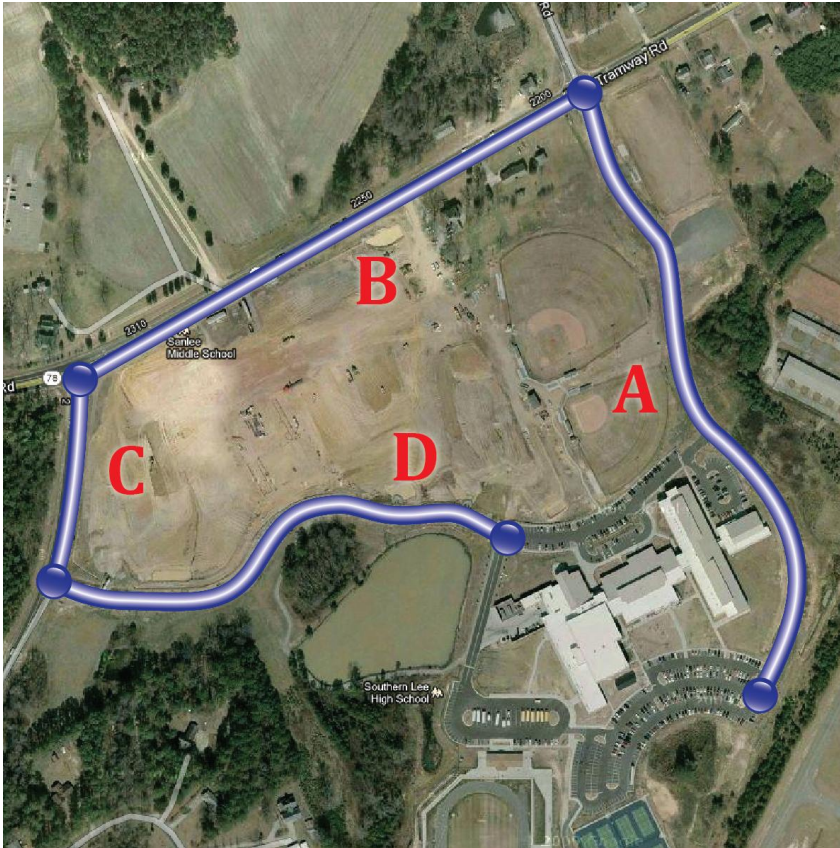
# FreedomPass™ Open



# FreedomPass™ Open



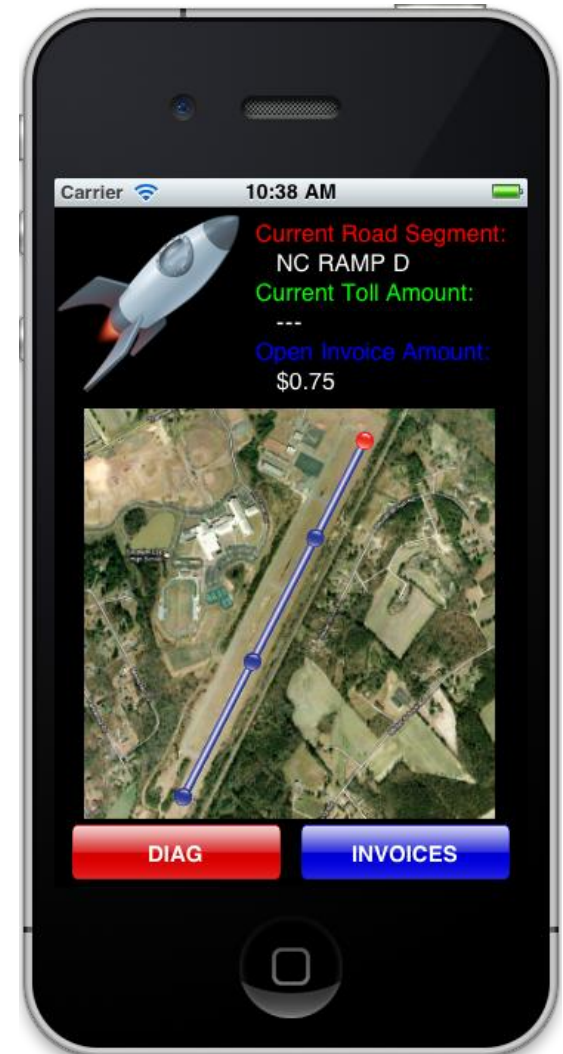
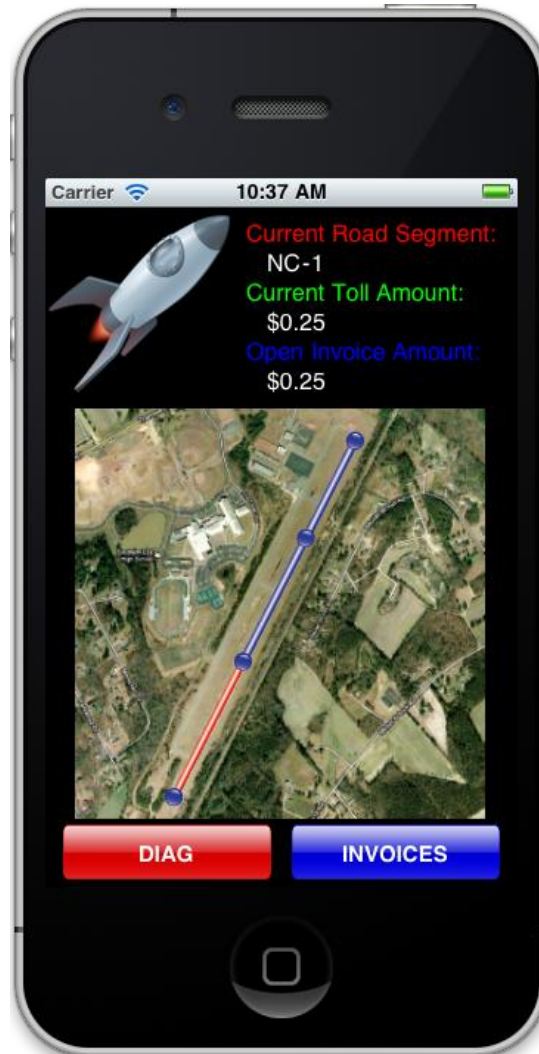
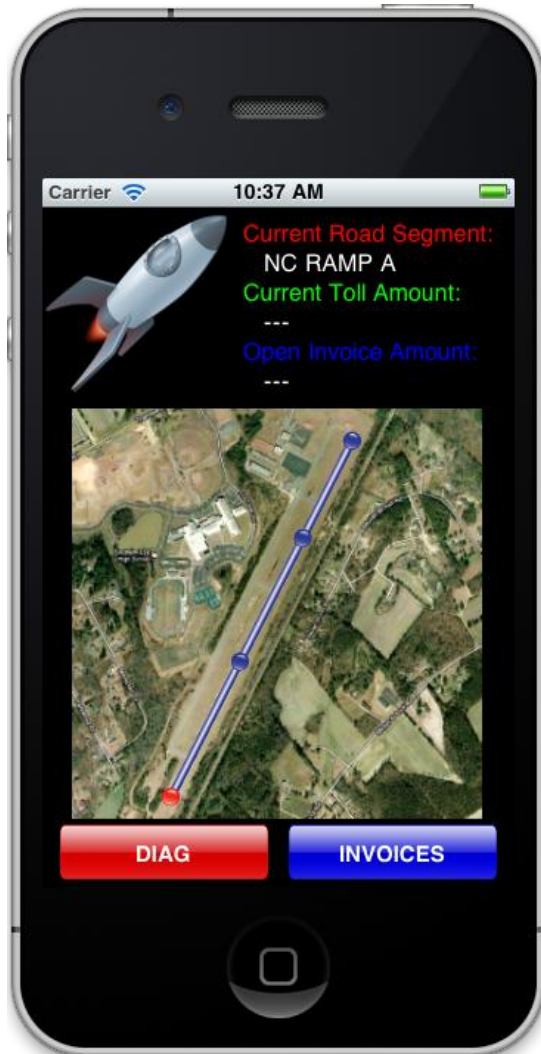
# Sanford Proof of Concept Demonstration



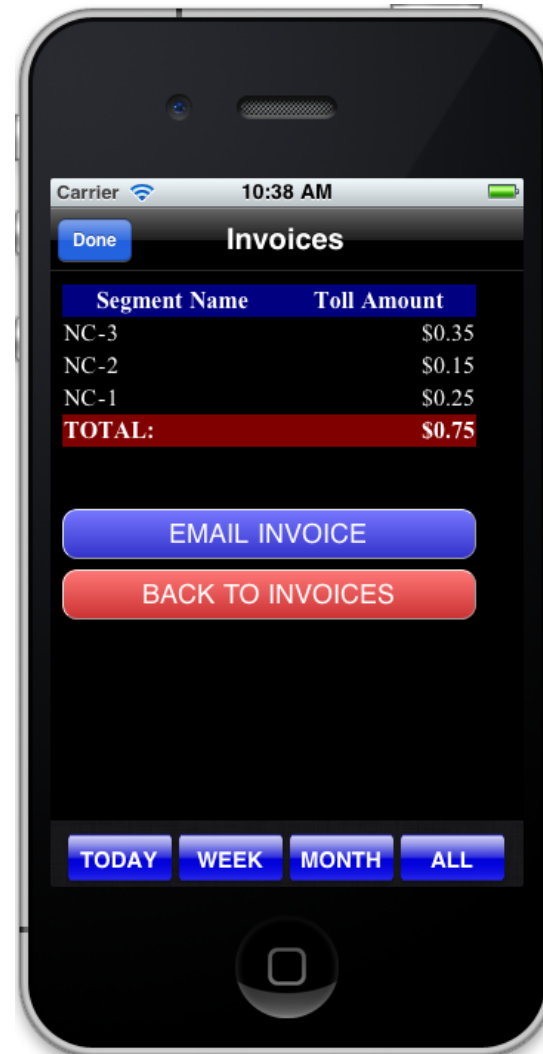
## TOLL RATES

(A)	NC-5	\$0.40
(B)	NC-6	\$1.00
(C)	NC-7	\$0.60
(D)	NC-8	\$0.30

# FreedomPass™ Open-Route Tracking & Toll Information



# FreedomPass™ Open Instant Invoicing





# American Roads Technologies (QR, NFC)



# FreedomPass Mobile

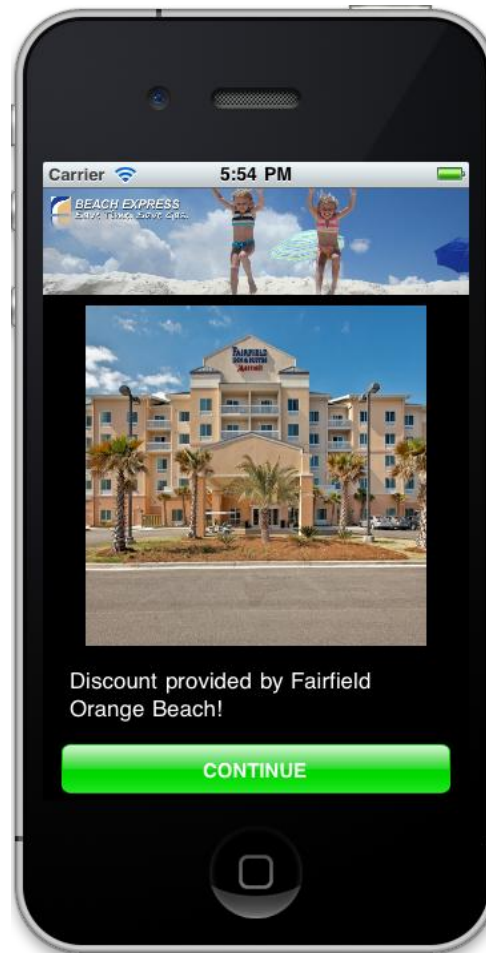
- A fully intermodal solution
- Option for a free standing application or participation in a coast to coast application
- Reduces needs for plate look up, tolling by mail and violations (angry visitors and tourist)
- Advantages for rental/loaner cars
- **Does NOT require active use of the phone while in motion**



# FreedomPass™ Open

- Pay as you go via credit card or stored value
- Transactions are consolidated to the credit card processor to reduce fees
- Accommodates reduced fare and variable/dynamic pricing programs
- Applications are sold or licensed
  - American Roads does NOT charge per transaction fees
- Funds are deposited directly into agency account

# FreedomPass™ Unlimited for hospitality, venues and special events



# Expanding Use of Mobile (NFC)



## Smart enough to ask for your number

LUKE asks you for your mobile phone number when paying for parking so he can remind you when your session is about to expire. Simply reply to his text message to extend your parking.



# AMERICAN ROADS CONTACT INFORMATION

## *AMERICAN ROADS OFFICES*

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