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MARK IV Wins “Outstanding ITS Project of the Year” Award from Intelligent Transportation Society of New York (ITS-NY)

TORONTO, ON (June 17, 2010) [MARK IV IVHS](#), a global technology leader and innovator of Intelligent Transportation Solutions (ITS) was awarded “Outstanding ITS Project of the Year, Traffic Information Systems” from the Intelligent Transportation Society of New York.

MARK IV partnered with MTA Bridges & Tunnels, Dunn Engineering Associates, P.C., E-Transit, Inc., JHK Engineering, P.C., TRANSCOM, Kleinberg Electric, Inc., and the Liro Group, who were all recognized for the improved capabilities of the TRANSMIT system. This project expanded the TRANSMIT network to the MTA B&T crossings, thus providing more data collection points to TRANSCOM (operators of TRANSMIT). It also provides the MTA B&T with valuable live travel time data for dissemination on VMS signs and the agency’s website (<http://traveltime.mta.info>).

The travel time data is stored and aggregated in five-minute and one-hour intervals in the database, allowing the generation of various Web reports for the performance measurement of facility operations. The TRANSMIT project provided the new collection points and substantially increased the density of the TRANSMIT System with more accurate and detailed travel time information. Best of all, it helps New York commuters and delivery vehicle drivers better cope with traffic in morning and afternoon rush hours.

“We were so pleased to be a part of this project for New York,” said Chris Murray, president of MARK IV IVHS. “These partnerships allow us and other members of the team the opportunity to push new and exciting technology solutions for transportation projects around the country. It was particularly rewarding to us to know the equipment we commissioned is helping travelers get to their destinations more efficiently. Active transponder technology made it easier for MTA to get additional functionality out of the products we supply because of its flexibility, robustness and superior performance.”

ITS New York announced its 2010 Project-of-the-Year Winners at its 17th Annual Meeting, held last week in Saratoga Springs, NY. The winning projects highlighted the use of ITS technologies to improve the mobility and safety of New York travelers and enhance the efficiency of New York State transportation network and modes, including public transportation, and provide positive environmental and energy benefits to New York State.

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About MARK IV IVHS

MARK IV IVHS is a global technology leader and innovator of intelligent transportation solutions (ITS). With more than 21 million transponders on-the-road and more than 3,400 lanes equipped, MARK IV IVHS is the largest supplier of electronic toll collection equipment in North America. MARK IV IVHS has enabled many landmark ITS deployments, including: the world's first, non-stop, all-electronic toll road (Highway 407 ETR); interoperability between truck electronic preclearance systems and toll collection; and the E-ZPass® system of the 24 toll authorities who comprise the InterAgency Group in the Northeastern United States. For more information, visit www.ivhs.com.

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