

BLISSWAY

BEYOND TRANSPONDERS

**Ultra Low Leakage  
Video Tolling**



# A Tsunami of Change Is Finally Upon Tolling





# BLISSWAY

Roadside

*kapsch* >>>

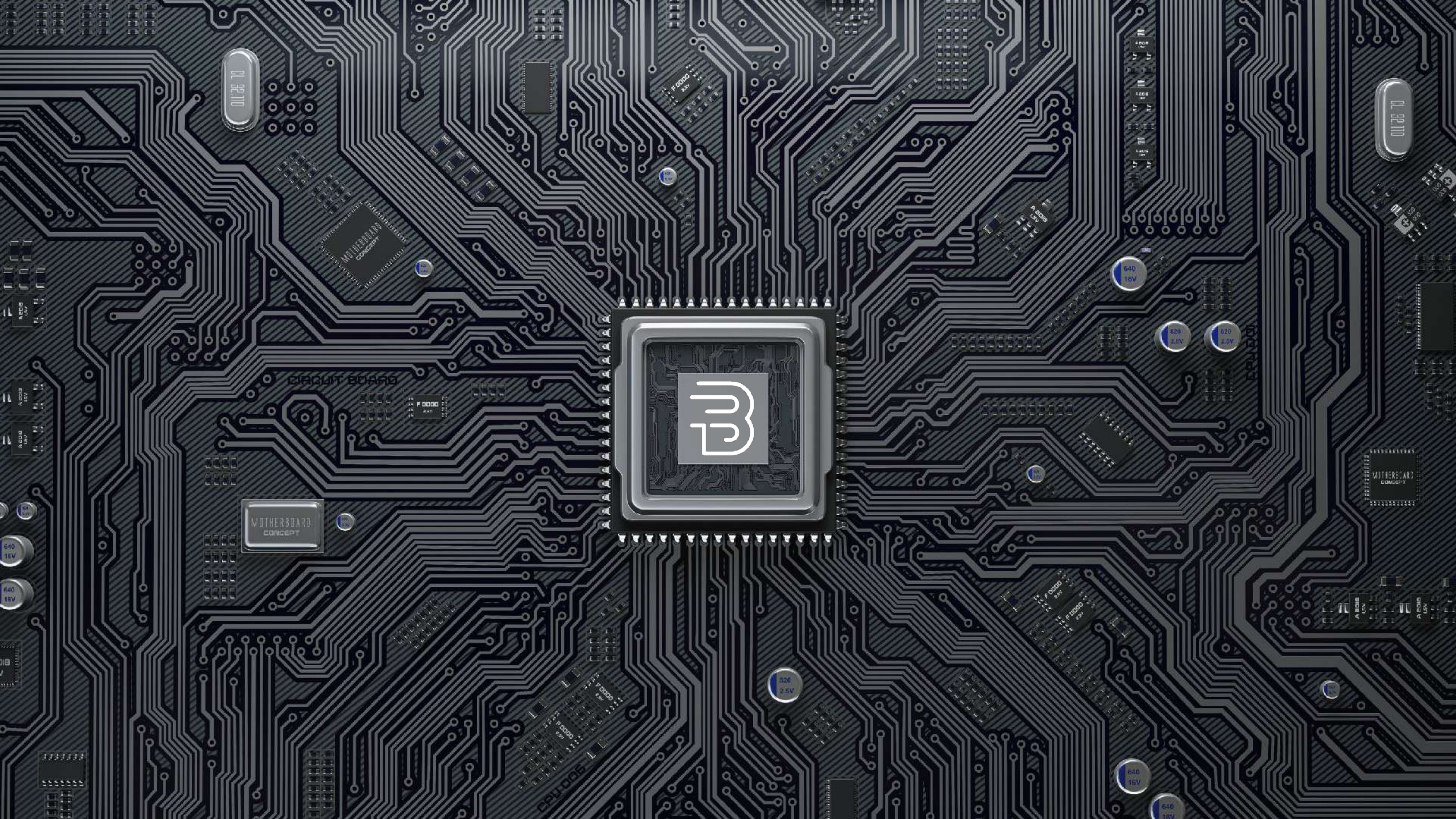
Back-Office /  
Customer Service Center

**ETAN**  
TOLLING TECHNOLOGY

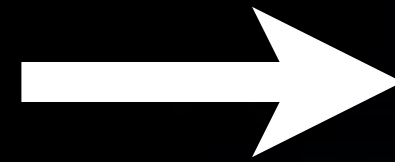
**SHIMMICK**

BLISSWAY









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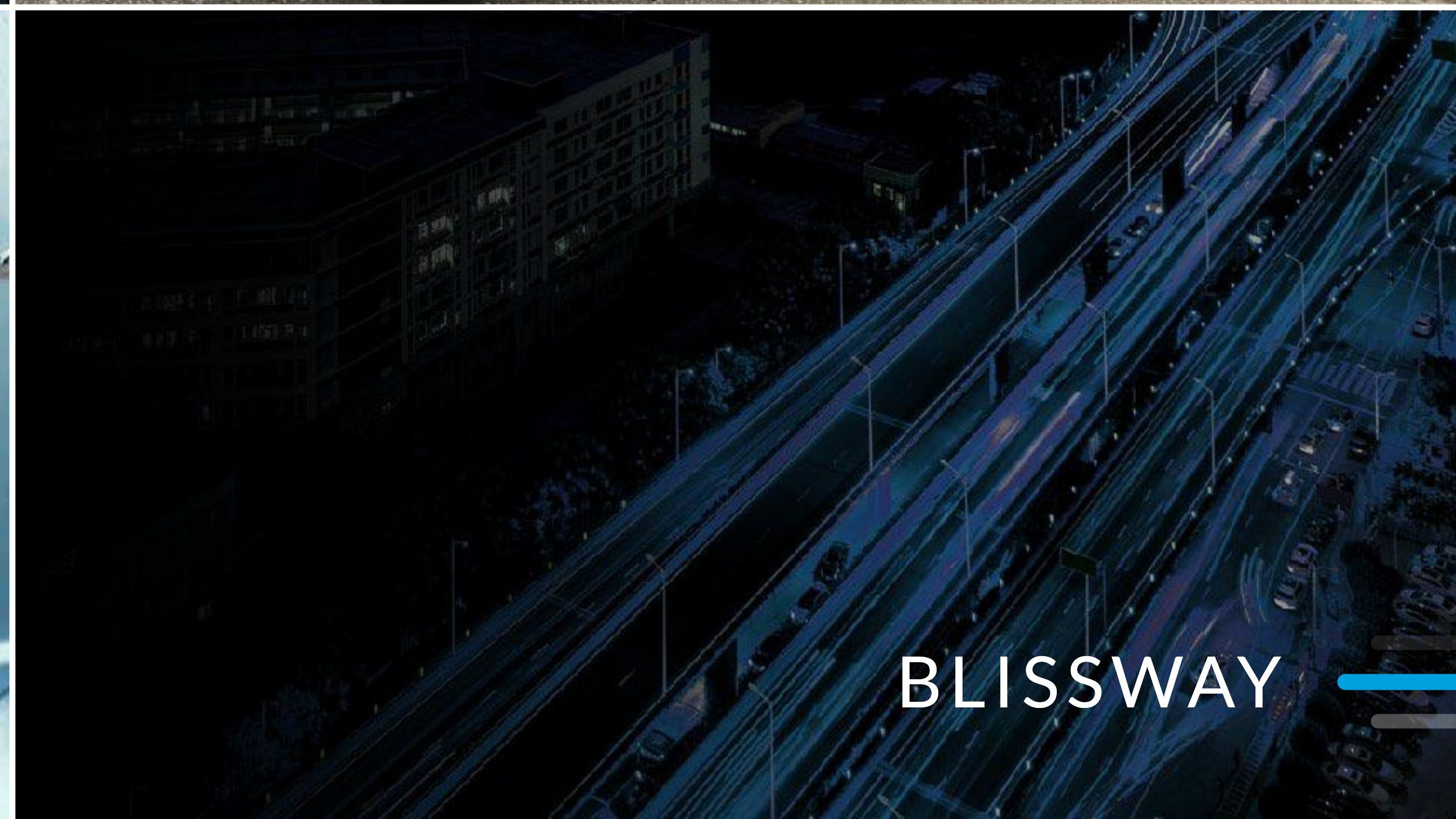
STOP!  
PAY  
TOLL



NEW HARP  
BRIDGE  
SPRING

Faintly May '30





BLISSWAY



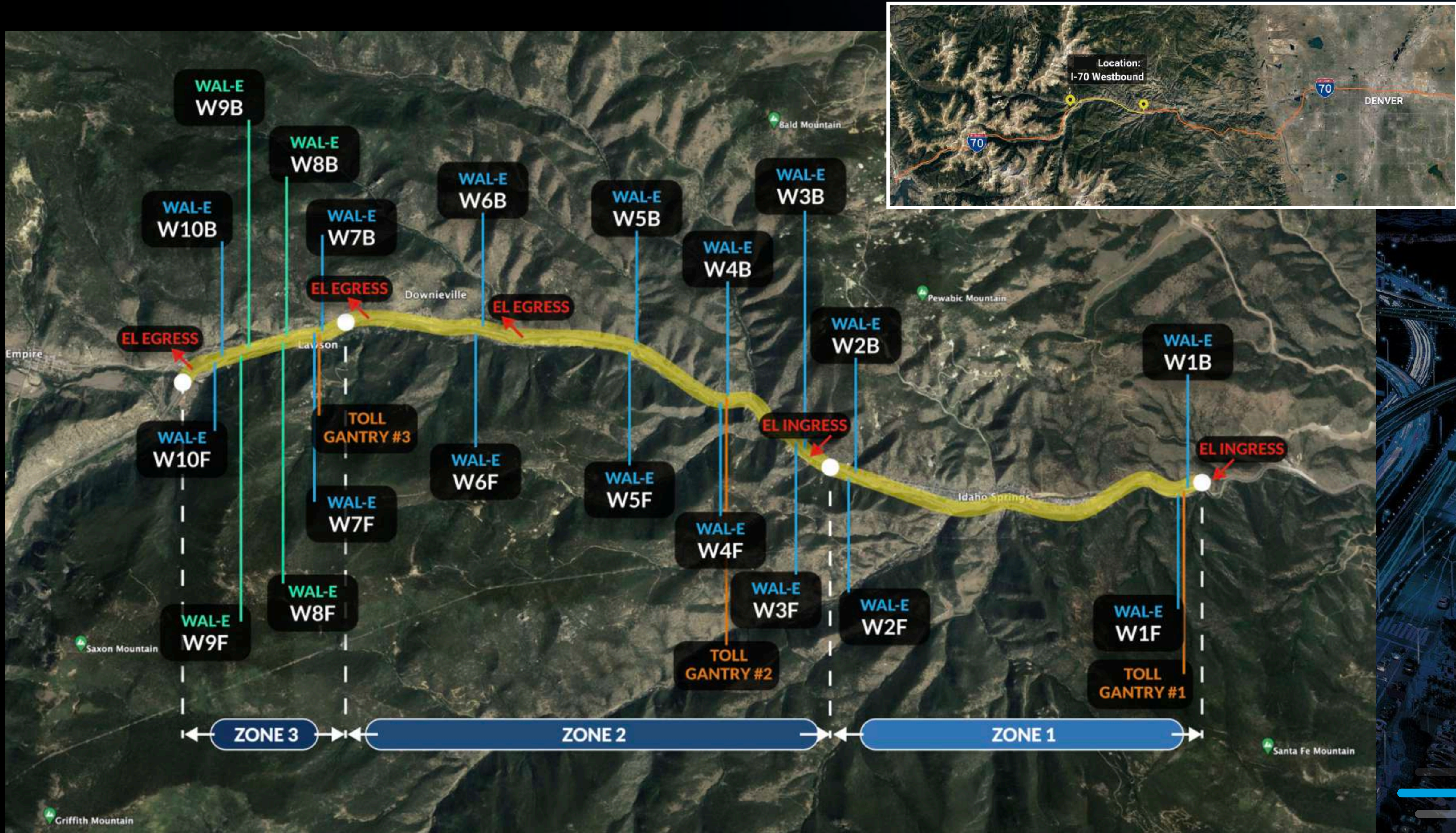




A wide-angle photograph of a multi-lane highway bridge. The bridge has a concrete deck and metal guardrails. In the background, a large, rugged mountain with patches of snow and dense evergreen forests rises steeply. The sky is clear and blue. The foreground shows a grassy embankment with some snow patches.

# DROP-IN-PLACE INSTALLATION









## WEATHER CONDITIONS

**SNOWFALL:** During last 48 hours

**SUNLIGHT:** Day 3 w/o solar power

**TEMPERATURE:** 4° Fahrenheit



MAKE: HYUNDAI  
MODEL: MURANO  
COLOR: GREEN



MAKE: HYUNDAI  
MODEL: MURANO  
COLOR: BLUE



MAKE: HYUNDAI  
MODEL: MURANO  
COLOR: BLUE



MAKE: HYUNDAI  
MODEL: MURANO  
COLOR: BLUE



MAKE: HYUNDAI  
MODEL: MURANO  
COLOR: BLUE





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# VOICE-BASED OCCUPANCY VERIFICATION



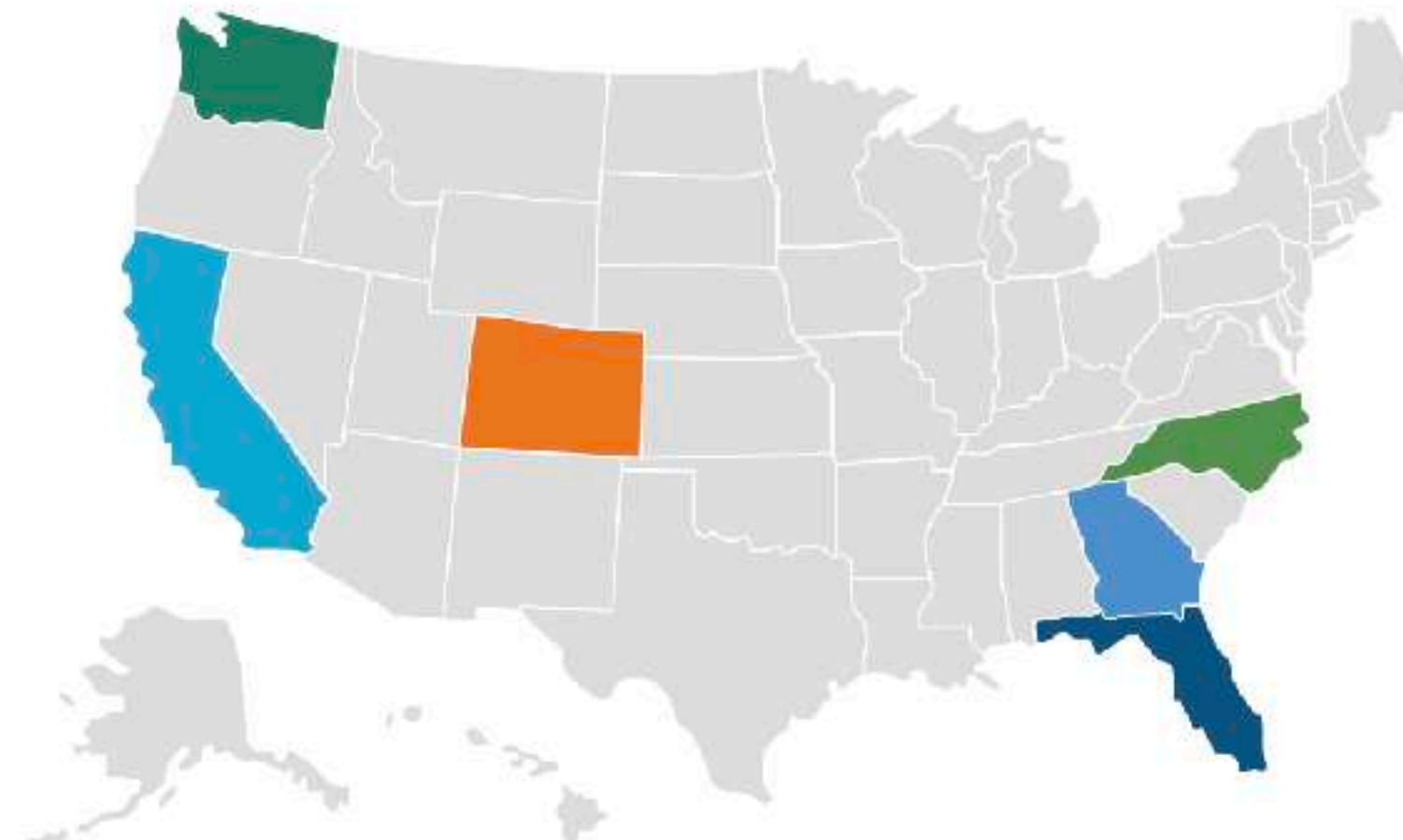




**We Have Created the Best Tolling  
Technology in the World**

BLISSWAY







## Key Takeaways

1. **VEHICLE DETECTION**. The Blissway system **demonstrated superior vehicle capture rates with 9.6% more zone transactions** (see Section 2.1.1 for more detailed information). This was mostly due to Blissway having more WAL-E devices installed throughout the corridor which were able to capture vehicles weaving around the existing toll gantries.
2. **VEHICLE IDENTIFICATION**. The Blissway system **correctly identified the license plate for 99.1% of all transactions**—only 0.9% of vehicles were unidentifiable (mainly due to missing/non-human readable license plates) compared to 2.1%<sup>1</sup> for the traditional toll system (see Section 2.2.1 for more detailed information).
3. **SYSTEM UPTIME**. The Blissway system realized an **uptime of 100%** for both the roadside and host system. Since the Blissway system is solar powered and uses wireless communications, it was not affected by a 5-hour power outage on the corridor that affected the traditional toll system.
4. **DEPLOYMENT SPEED**. Blissway proved their **ability to install and deploy a full roadside toll system in four days** on the 12-mile corridor.





# Our Diagnosis

I-5 Southbound

## HOV Lanes

91 centerline-miles (6.4% of US total)

- I-5** (45.9 centerline-miles)
- I-90** (15 centerline-miles)
- I-405** (12.4 centerline-miles)
- SR-16** (10 centerline-miles)
- SR-520** (8 centerline-miles)

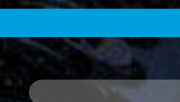
One of the most vibrant metros in the world, home of the most prodigious logistics company in history, somehow underutilizing its road network – resulting in excess traffic congestion, excess CO<sub>2</sub> emissions from idling, excess GDP loss, & degraded quality of life





# Our Proposal

BLISSWAY





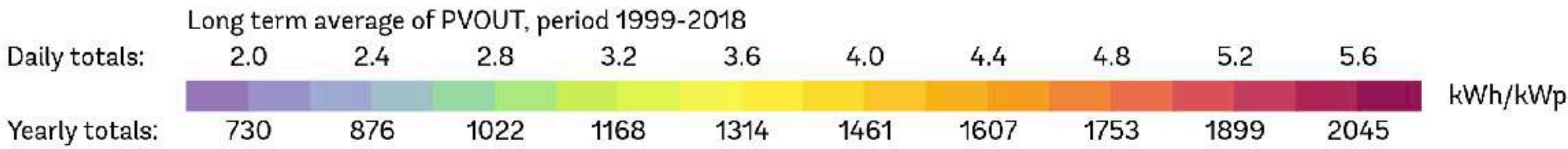
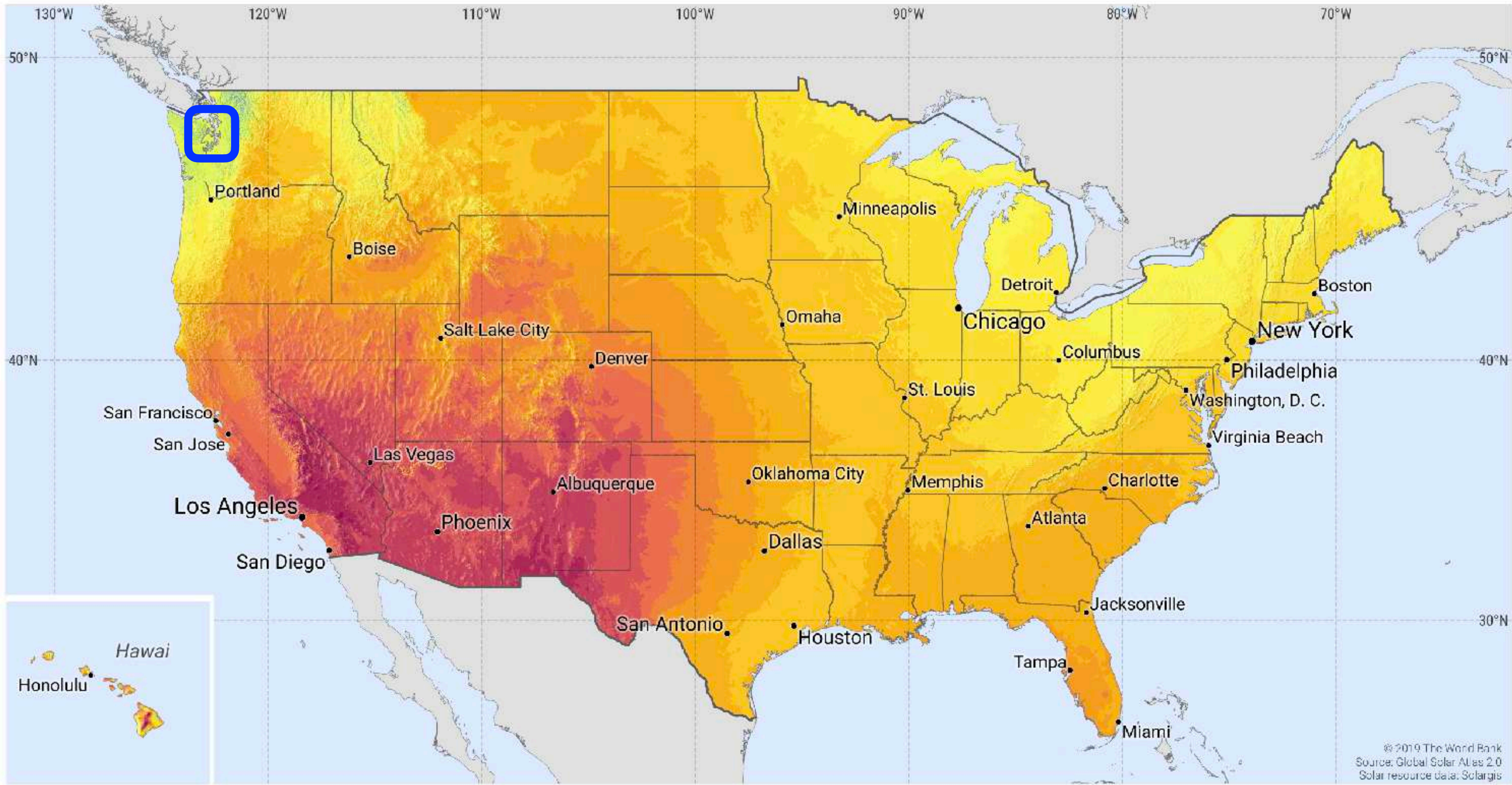


**Thank You | Q&A**

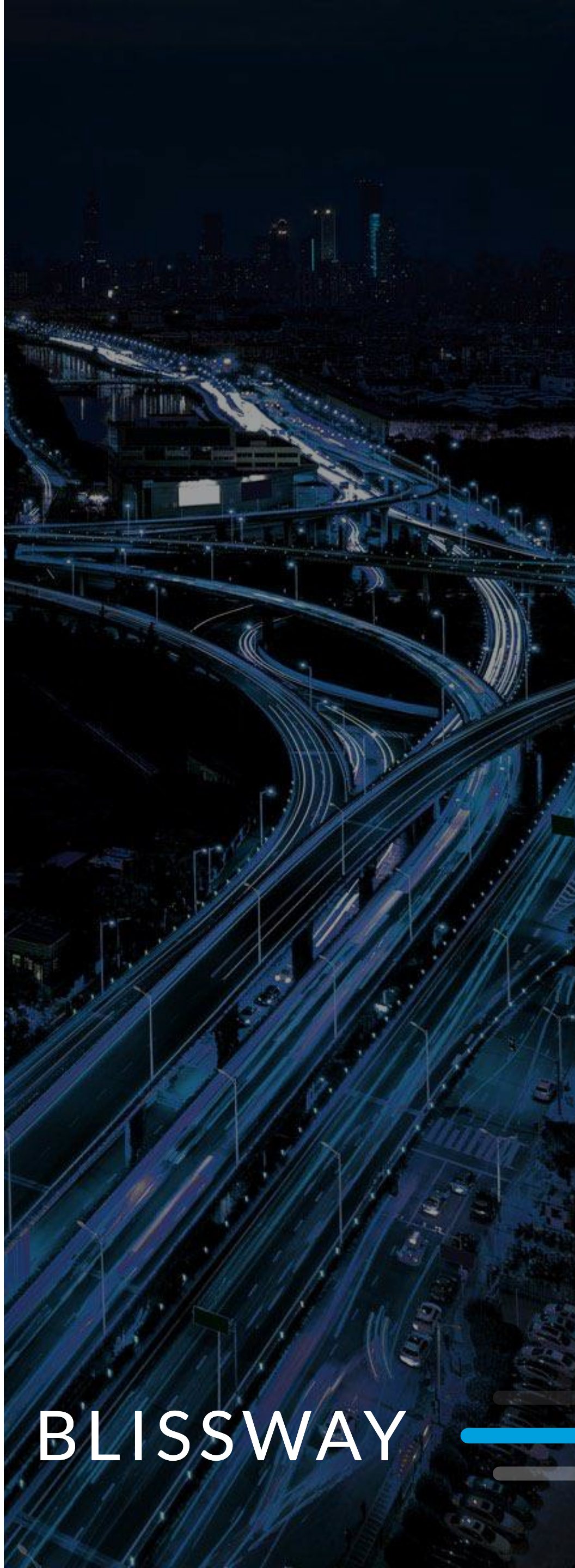
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PHOTOVOLTAIC POWER POTENTIAL  
UNITED STATES OF AMERICA



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BLISSWAY





BLISSWAY





NO LEAKAGE: TO IDENTIFY 100% OF VEHICLES

WAL-E 1



Plate shield, Unreadable

WAL-E 2



No license plate

WAL-E 3



Colorado AQC 044

WAL-E 1



Obstructed plate. XX6 PII

WAL-E 2



X86 PII

WAL-E 3



486 PII



NO LEAKAGE: TO IDENTIFY 100% OF VEHICLES



REVENUE  $\geq$  100% of your current system

WAL-E 1

WAL-E 2

WAL-E 3

WAL-E 1

WAL-E 2

WAL-E 3

Obstructed plate. XX6 PII

X86 PII

486 PII