



REINVENTING THE ROAD™

MARK IV CORPORATE HISTORY

MARK IV Transportation Technologies is the continent's largest supplier of toll transponders, roadside technology and a leader in m-commerce.

Since its inception, MARK IV has shipped approximately 25 million transponders used for m-commerce applications. More than one million of these transponders are used by commercial vehicles for cost- and time-saving applications, including electronic toll collection and electronic preclearance at state weigh stations.

MARK IV customers perform more than two billion toll transactions annually.

During the 1990s, demand for MARK IV products grew as electronic toll collection was deployed at a rapid pace to reduce congestion and provide motorists with timesaving benefits. MARK IV technology powers the electronic collections of the Interagency Group, an alliance of 21 toll authorities in the Northeastern United States that provides the E-ZPasssm brand.

Today, E-ZPass transponders have become so commonplace that consumers are demanding the convenience of non-stop transactions in other m-commerce applications, including parking lots, fast-food restaurants, gated communities, airports, trucking and bus companies, airports and other areas.

In response to this fast-growing demand for m-commerce technology, MARK IV has again pioneered new technology that will deliver benefits to motorists, including interoperability among systems and new applications. This new suite of technology includes:

- Multi-protocol transponders that assure interoperability among systems initially deployed with different technologies, e.g. ETC and commercial vehicle electronic clearance;
- A low-cost reader system to facilitate slow-speed transactions, such as cashless parking payment, fast-food drive-thru lane purchases and access systems; and,
- Devices for automatic vehicle access to secure facilities.

MARK IV Transportation Technologies is a division of MARK IV Industries, Inc. a \$1.7 billion global diversified manufacturing company headquartered in Amherst, N.Y., employing approximately 7,500 people in 16 countries.

The highly renowned E-ZPass system, located in the Northeast, is equipped with MARK IV products. MARK IV's brand names include Roadcheck®, Fusion®, Smart Fusion™, MGate™, Fusion CVO™, Ubiquity™ and Otto on board™ – the first 5.9 GHz DSRC transponder designed to meet U.S. DOT standards.

For more information, visit www.ivhs.com.