

## **Estimated that 40% of Electronic Toll Transponder Users Don't Fix the Transponder in the Windshield.**

*Electronic Tolling Authorities have estimated that as many as 40% of electronic toll transponder users don't have their transponders fixed to the inside of their windshields for two reasons. They are a fear of theft and vanity.*

**May 30, 2008** - [PRLog](#) -- Sources at a tolling authority in the Northeast have estimated that perhaps as many as 40% of electronic tolling transponder users haven't fixed their transponders to the windshield of their car and that this causes false readings at the tollbooths and a potentially dangerous situation as drivers fish for their toll tag. The reason for not fixing the toll tag is usually either a fear of the transponder being stolen or the fact that the drivers simply don't like the way that the transponder looks in the car's windshield.

This is something that the tolling authorities would like to prevent for two reasons. The first is that this causes false positives to be recorded in lanes that the car doesn't drive through because the driver is "waving" the transponder at the reader but doesn't realize he or she has activated more than one lane. This is an expense that the tolling authorities would like to prevent. The second reason is that when drivers become distracted while looking for their transponders so that they can "wave" them at the tollbooth they have more accidents than those people that are concentrating on their driving because they have their transponder fixed in place.

One company in New Jersey, Highway Image, is trying to help out the situation by offering an attractive alternative. The Highway Image website is <http://www.highwayimage.com>. They have designed a line of Toll Tag holders that cover the blank white spot with licensed images of the MLB and the NFL logos along with a selection of art from the Peanuts Gang (Snoopy and Charlie Brown). They also offer a number of Non-profit logos, Astrological signs and NCAA logos. Snoopy and the gang can be seen at [http://www.highwayimage.com/snoopy\\_gang.htm](http://www.highwayimage.com/snoopy_gang.htm) and the baseball logos can be seen at <http://www.highwayimage.com/baseball.htm>.

The Holder works with and reads through E-ZPass, FastLane, FasTrak, I-Zoom, I-Pass, K-Tag, Pike Pass, EXpressToll, EZTag, TxTag, Toll Tag and Georgia Cruise card but is NOT affiliated with any of these tolling authorities

If you would like to get custom toll tag covers for your group or institution please call Highway Image, Inc at 1-732-212-1000 or 1-800-701-0233

Highway Image transponder covers work for all E-ZPass, a registered trademark, transponders. Highway Image transponder covers work with I-Pass transponders. Highway image Inc is not affiliated with E-ZPass, I-Pass, a registered trademark, or any other Toll Pass Authority

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About Highway Image, Inc.: Highway Image is an innovative company whose idea impacts the way the E-ZPass® (Registered Trademark of E-Zpass Interagency Group) I-Pass, I-Zoom, Fast Lane, E-470,

SunPass and weigh station and tolling with PrePass® and PrePassPlus® look in a car windshield. Our goal is to do something about "that ugly white spot" of the transponder on your windshield.

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