FastID™

Increase Customer Loyalty and Revenue with License Plate Recognition

FastID, our license plate recognition solution, identifies every vehicle with a clear, readable plate that comes to your site, not just plan members. This offers unprecedented marketing opportunities while delivering a personalized, friction-free customer experience.

Features

- Provide customized promotions based on customer history
    - 10th wash free
    - Free birthday wash
    - Discounts on higher-level wash than customer previously purchased
    - Discounts for returning within a certain amount of time
- Encourage frequent visitors to sign up for wash plans
- Self-service signup process via pay station, website or mobile app
- Existing plan members automatically migrated from FastPass® to FastID
- Reduce operating costs vs. RFID
- Identify house/fleet account members (police squads, taxi companies, etc.)

75% of customers expect businesses to provide better experiences through technology.

– Salesforce State of the Connected Customer 2019, Third Edition

DRB®   www.DRB.com
800.336.6338

Fast and Accurate

FastID uses the latest technology to ensure optimal speed and accuracy. Unlike most systems that only use optical imaging, FastID combines optical with Infrared (IR) imaging to ensure accurate readings even in the most difficult environments (poor lighting, headlights, taillights, etc).

Additionally, our cameras utilize an embedded Automatic Number Plate Recognition (ANPR) system, which further increases accuracy, decreases processing times and avoids the additional servers and software licensing required for non-embedded systems.

Whitelisting options
You can utilize one or both of the following options to increase LPR expediency for unlimited plan members when the license plate number read by the cameras isn't identified as an exact match. *Note: the use of these options may increase the number of false-positive matches when an incorrect customer code is located from a license plate read.*

- Smart Whitelisting: When no exact match is found for the plate read by FastID, the system attempts to find a match by substituting commonly misread characters and then checking for a matching customer code in SiteWatch.

- Aggressive Whitelisting: When no exact match is found for the plate supplied by FastID, and a smart match is not made (either because it cannot be found or is not enabled), the system attempts to find a match by checking customer codes in the SiteWatch database that have any one character different from being an exact match.

Site Requirements

To ensure optimum performance of FastID:

- Cameras must be mounted 27' 7" straight back from center of the driver's and/or passenger side window and 8' high

- Surface material around the trigger loop and camera mounting position must be concrete

- DRB FastID is not available in the following states: Arkansas, Maine and New Hampshire.

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For more information or to purchase, contact us at 800.336.6338. www.DRB.com