



# TotalID

## Vehicle Identification That Offers Optimum Accuracy and ROI



TotalID combines the strengths of FastPass® RFID technology and FastID™ License Plate Recognition (LPR) to give you a rock-solid vehicle identification system that promotes your business growth. This system provides friction-free service to your loyalty program members while allowing you to market to non-members in innovative ways.

### FastPass RFID

Using Radio Frequency Identification (RFID) technology, FastPass wirelessly and reliably recognizes loyalty plan member vehicles, automatically allowing them through and communicating the proper wash to the tunnel. Use it to identify monthly unlimited plan members, house account vehicles or any other customers who have prepaid.

- **Fast** – Identifies customer within two seconds – an industry best
- **Accurate** – 99% read rate
- **Safe** – Customers can redeem washes without interacting with a staff member or pay station

#### FastPass makes processing members as easy as 1-2-3:

1. Place small RFID tag (3/4" x 4") in the lower left corner of the driver's windshield. RFID tags can be customized to match the look of your wash, providing an additional branding opportunity. They are also tamper resistant, preventing customers from switching them between vehicles.
2. As the car approaches the XPT, the FastPass RFID reader scans the tag. Your DRB® point-of-sale (POS) system then assures the car is eligible and determines the type of service the vehicle is to receive.
3. The gate goes up, and the car is placed in the queue for processing into the tunnel.



# FastID License Plate Recognition

FastID, our LPR 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 personalized experiences to your customers.

FastID enables you to use customer demographics and purchase history from the SiteWatch® point-of-sale system to create customized promotions, such as:

- 10th wash free
- Free birthday wash
- Discounts on higher-level wash than customer previously purchased
- Discounts for returning within a certain amount of time
- Unlimited wash plan promotions for frequent retail customers

## Advanced LPR Camera Technology

FastID uses the latest technology to enhance accuracy when identifying your customers. Unlike most camera systems that only use optical imaging, FastID combines optical with Infrared (IR) imaging to improve accuracy 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 and avoids the additional servers and software licensing required for non-embedded systems.

## 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.



For more information or to purchase, contact us at 800.336.6338. [www.DRB.com](http://www.DRB.com)