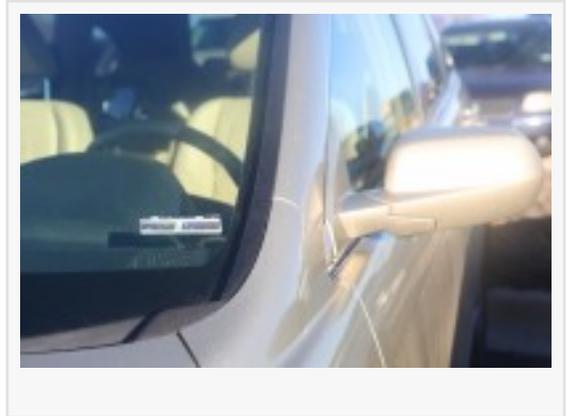


E-470 Public Highway Authority Increases Customer Convenience with Confidex RFID Windshield Labels

TAMPERE, FINLAND, December 4, 2013

[/EINPresswire.com/](#) -- Today [Confidex](#), the leading supplier of specialty RFID tags and contactless smart tickets, announced that its 6C UHF RFID Windshield Labels are being deployed by the [E-470 Public Highway Authority](#) in their all-electronic toll collection system, ExpressToll.



The E-470 Public Highway Authority operates the E-470 tollway that forms a semi-circular beltway along the eastern perimeter of the Denver, Colorado. E-470 strives to become the drivers' choice through providing a safe, fast and reliable driving experience.

E-470 processes on average 3.5 million ExpressToll transactions monthly – this sets a high reliability level requirement for the non-stop, electronic tolling system. E-470 selected the ISO18000-6C (6C) standard as the most appropriate and cost-effective technology for the electronic collection of tolls in Colorado. According to E-470, 6C enables a lower cost of operation, the best possible alignment with national toll interoperability requirements and, in general, ensures the adoption of a proven, high performance and certified technology that is widely used across multiple industries.

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Jessica Carson

Confidex RFID Windshield Label™ is a 6C RFID label

designed to be used in toll collection systems among the other automatic vehicle identification applications. The RFID label is attached on the car windshield and is used for identifying the vehicle automatically in high speed. The product is certified by OmniAir Certification Services. Besides supplying the standard-compliant, high performance 6C RFID windshield labels, Confidex's broad range of services, including various personalization options and flexible deliveries help E-470 to reliably run their automatic toll collection system and provide optimal user experience.

“Confidex’s goal is to be a full-service partner in providing RFID label and tag services for its customers,” says Eric Heineman, Confidex Sales Director for US and Canada. “We are proud that our customers, like E-470, rely on Confidex in running their automatic toll collection systems smoothly 24/7.”

The [Confidex RFID windshield labels](#) were qualified by E-470 following intensive 9-month field testing. The 6C RFID labels are fully customized including customer specific visual and electrical personalization. The optimized product packaging and flexible lead times allow E-470 to further optimize their operations and eventually serve their users better. “We have been very impressed with the level of service, overall product performance and Confidex’s responsiveness to our requests,” says Jessica Carson, Manager of Marketing and Communications at E-470.

Press release courtesy of Online PR Media: <http://bit.ly/IsI39V>

Hanna Kosunen
Confidex
+358104244100
[email us here](#)

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