

# Ambassador Bridge Installs 3M Multi-Protocol Reader to Capture All North American Toll Tags

- New 3M ID6204 Reader Enables Interoperability and Enhanced Revenue Capture -

3M announced today that Ambassador Bridge is the first organization in the United States to install the newly available 3M™ ID6204 Multiprotocol Reader. The 3M ID6204 reader (formerly Sirit) is capable of reading all six tolling protocols\* used in North America, ensuring seamless interoperability regardless of tag type deployed on customer vehicles. Ambassador Bridge is a key international transit corridor linking Windsor, Ontario to Detroit, MI and is one of the most heavily traveled international crossings in the country.

“We are pleased to team with Ambassador Bridge to effectively meet their needs,” said John Freund, Global Sales Manager, 3M Traffic Safety Systems. “The ID6204 from 3M is one of the first commercially deployed multi-protocol readers able to read every type of toll tags used in North America including E-ZPass tags, which are widely deployed in the Northeast.”

“Due to the large amount of commercial truck traffic the bridge handles, it was critical to accommodate customer vehicles that may have tags originating from throughout North America,” said Randy Spader, Operations Manager for Ambassador Bridge. “With this new reader product, we have a long-term solution that can capture all tags with disparate technologies such as California Title 21 and E-ZPass at the same time,” said Spader. Moreover, the ID6204 features an exclusive software controlled radio technology, so protocols can be turned on and off remotely with a simple command should business conditions change.

The Ambassador Bridge is no stranger to 3M reader technology, as the bridge had the first installation of the ID5100 multi-protocol readers in North America in 2009. “Our successful operations with 3M readers over the past several years was another compelling factor in our upgrade to the latest product,” concluded Spader.

\*3M ID6204 Supported Protocols:

Fully supports ISO 18000-6C, ISO 18000-6B, ISO10374, CalTrans Title-21, ASTMv6, PS111 (IAG). Additional protocols may be supported through firmware updates.

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About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 84,000 people worldwide and has operations in more than 65 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow @3MNews on Twitter.

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