



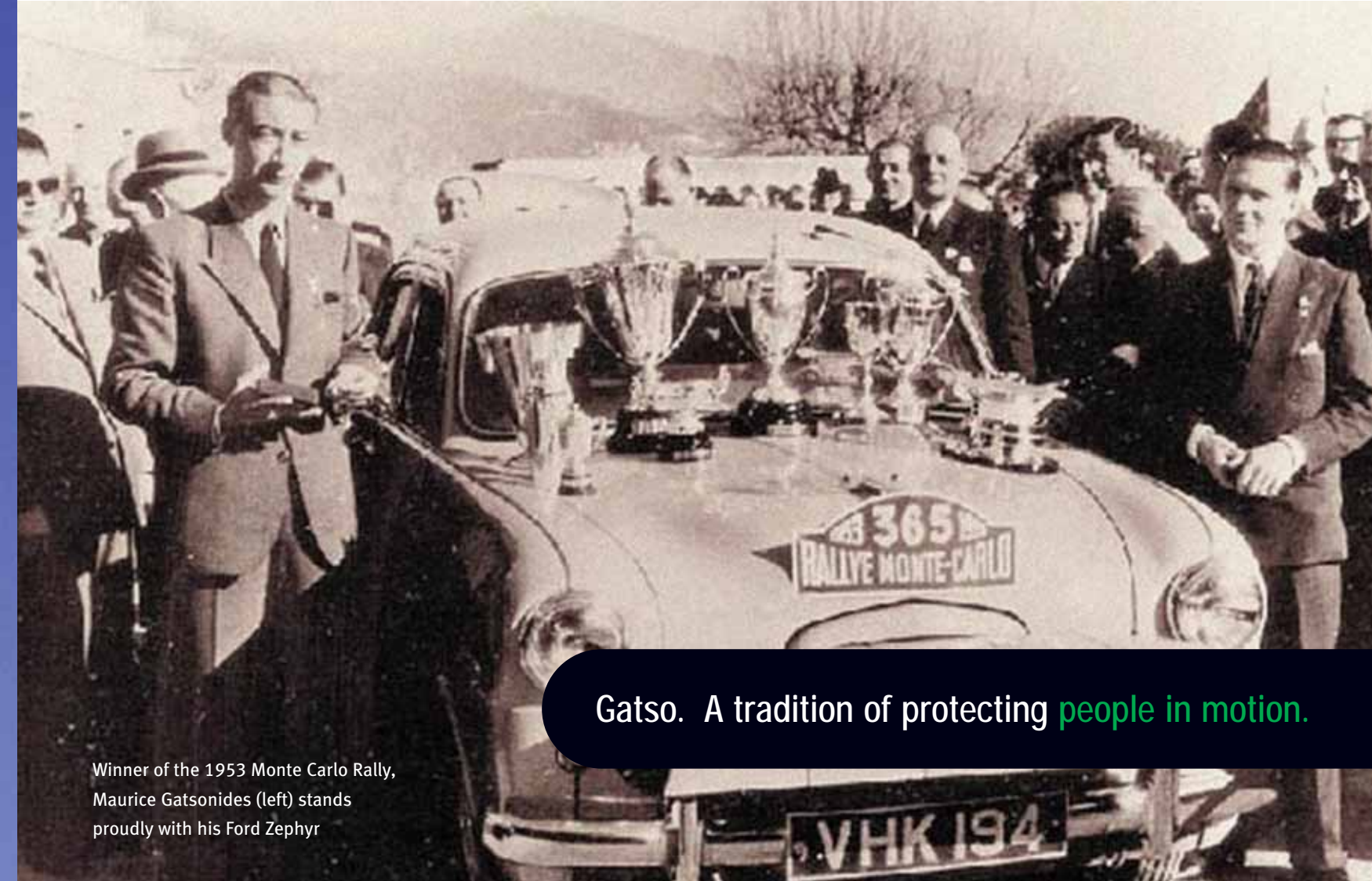
Too many photo enforcement solutions aren't all they're **cracked up to be.**



Chances are, you already know that traffic enforcement camera systems improve traffic safety.

But do you know Gatso?

When you're considering a solutions provider, getting to know Gatso can make all the difference. Here's why...



Winner of the 1953 Monte Carlo Rally, Maurice Gatsonides (left) stands proudly with his Ford Zephyr

Gatso. A tradition of protecting people in motion.

For the past 50 years, Gatso engineers, scientists, and photographic experts – innovators all – have been working diligently to create the world's most sophisticated traffic enforcement systems.

Being the industry leader is in our company's DNA. Our founder, Maurice Gatsonides, a champion rally driver, won the Monte Carlo Rally in 1953.

Maurice, who knew a bit about speed, later invented the "Gatsometer," the world's first reliable speed-measuring device. Since then, Gatso has grown from a small family business to become the international leader.



Half a century of innovation and hard work have paid off – for the hundreds of countries, states, counties, and cities that have chosen Gatso to provide their traffic enforcement systems. As you read ahead, you'll see why Gatso has been chosen to supply and implement camera systems in more countries than any other company.

In fact, you might say that when it comes to traffic enforcement, we leave the others in the breakdown lane.



Did you know that 260,000 people die every year on roads? No one can guarantee the elimination of unsafe driving. But Gatso can guarantee that the evidence your traffic enforcement camera system gathers is accurate, precise, tamperproof and court-proven.



1.978.922.7294 www.gatso-usa.com





Education + Engineering + Enforcement. It all adds up. **Gatso USA.**

Customers around the world tell us that their decision to choose Gatso is based on three key advantages:

Our continuous commitment

Gatso isn't simply a camera manufacturer; we're an integrated solutions provider. What does that mean beyond the fancy language? It means that throughout the life of your Gatso contract, we'll install, operate, and maintain all camera and detection systems. We'll issue the citations (with your approval), and collect the fines. We'll also assist you to create a campaign of public service announcements (PSAs) to inform and educate the public about the program.

Our state-of-the-art technology

The GS11 camera, developed through years of painstaking research and refinement, has a single feature to recommend it: results. Day or night, in rain, sleet, snow, or bright sunlight, the GS11 will deliver razor-sharp images of the scene, vehicles, license plates, and even drivers' faces. Most importantly, it will detect and photograph more violating vehicles, resulting in more citations issued.

A great camera demands an equally powerful system for triggering its image capture.



Gatso provides a choice of three detection systems: loops, radar, or our unique Loopless Trigger Radar "LTR". All three systems provide near 100% vehicle detection and accurate speed.

If you're looking for a non-invasive detection method, our LTR is the only one that will detect all vehicles and also provide accurate speed. Video and laser based systems simply can't match it.

Video detection systems don't offer accurate speed detection. And, the affects of weather and available ambient light can cause them to miss 50% of the passing vehicles. Laser is also affected by weather. In the hands of a trained operator, it's an excellent tool. But, when permanently mounted, that human element is lost and different sized and shaped vehicles can pass through completely undetected.



Your red light camera safety program — whether with safety enhancing Speed on Green or not — must be above question. You need a system that provides accurate vehicle detection and speed regardless of weather conditions, vehicle type, size, or position. You need Gatso.

Our unparalleled tamper-proof evidence chain

No one wants to see a court overturn a traffic violation (or thousands of them) based on faulty, incomplete, or tainted evidence. When you work with Gatso, you never need to be concerned about the security of the evidence. All data, including speed, date, time, direction, etc., is superimposed on the captured image. But that's the easy part. That same data is digitally signed and encrypted, in accordance with international standards, at the moment of image capture.

If a violator in your community contests their citation, Gatso has expert witnesses to support your program.

Does it work? Consider this: Gatso and its customers have never lost a case in court based on the Gatso technology. What other company can match that kind of certainty?

Need more evidence? Call Gatso USA today.



Gatso's violation data bar evidence is unique and bulletproof. An easy to read date, time, location, speed and more is incorporated. More important is that the databar is attached to the violation image at the time of capture. Vendors using mechanical shutter, consumer grade cameras match the data and image later which can result in the wrong data attached to an image. With Gatso this error is not possible. The camera used by Gatzometer is completely electronic, designed and manufactured for automated photo enforcement. Every time an image is captured, the data is immediately attached to the image and encrypted. It meets both US and international standards providing secure, tamper-proof, and prosecutable evidence every time.

Jul 27 2007 08:03:53 Lane 3 Photo 2/2 Violation# 9500 Loop distance: 250 cm Violation type: Red light violat
Red 1.39 Yel 4.12 Delay 0.1 Interval 0.74s Speed: 36 mph Loc. code: 0512 Set interval: 12 m Preston

1.978.922.7294 www.gatso-usa.com





Take local road safety to **the next level.**

We're Amber-Alert Ready!

Committed to your community's safety, Gatso offers the only red-light camera system that can immediately shift from detecting traffic violations to finding a single vehicle. That's an advantage your entire community can endorse.



The Gatso GS11 camera – your most dependable friend in traffic enforcement:

- 11-MP resolution and 12-bit dynamic range
- Covers up to four lanes of traffic
- Wide selection of available lenses
- Remote focusing capability
- All inclusive design – less street furniture

Jul 27 2007 08:03:53 Lane 3 Photo 2/2 Violation# 9500 Loop distance: 25
Red 1.39 Yel 4.12 Delay 0.1 Interval 0.74s Speed: 36 mph Loc. code: 0512

Gatso can help you make your community a safer one in multiple ways:

Red-light enforcement:

Traffic safety depends on each motorist's commitment to obey red lights. Motorists who run them endanger other motorists, pedestrians, and themselves. That's why a dependable, tamper-proof red-light enforcement system is critical to any community's traffic safety strategy. And having the ability to cite drivers for red-light violations without deploying valuable police resources is an important factor in your overall safety plan.

Motorists will think twice, word will spread, and, as a result, more drivers will obey the red lights at your intersections. Worldwide studies show that photo enforcement at red-light controlled intersections leads to a 20% – 30% *reduction in injury-causing crashes*. That's the biggest benefit of all.

Speed on green enforcement:

Equally dangerous are those motorists who drive above the posted speed limit through an intersection whatever the light color. Gatso systems can capture these violations as well and issue citations, giving violators an incentive to stay within the speed limit the next time they travel through a green-light intersection. It's just one more way Gatso helps you extend your traffic safety efforts without overextending your local resources.

Fixed speed enforcement:

Of course, intersections aren't the only places where accidents occur. Open stretches of road lend themselves to violations by motorists who feel that "speed limits don't apply to them." Triggered by road-embedded or non-invasive speed detectors, Gatso cameras capture images of these offenders. And with our end-to-end, or "violation-to-citation" service, they'll be surprised by how fast they'll receive a ticket.

No matter which enforcement measures you choose, you can feel confident with Gatso. Rest assured you'll not only cite the right people for the right violations, you'll also publicize your community's commitment to safety.



Jul 27 2007 08:03:53 Lane 3 Photo 2/2 Violation # 9500 Loop distance: 250 cm Violation type: Red light violation
Red 1.39 Yel 4.12 Delay 0.1 Interval 0.74s Speed: 36 mph Loc. code: 0512 Set interval: 12 m Preston R



Choose Gatso and give "maximum efficiency" **the green light.**

With 50 years experience serving communities like yours, Gatso understands the real, calculable value our systems deliver.

For example, consider the time and expense involved in prosecuting a traffic violator. A police officer stops the motorist and writes a citation. The motorist returns the citation, either paying the fine or requesting a hearing. If the fine is paid, someone has to record and deposit it. If a hearing is requested, well, that's even more time and expense for you.

Choosing Gatso means our system records the violations and fines are paid more frequently — we've found that very few motorists dispute our time and violation stamped photographic evidence. And, if a hearing is requested, you can be sure it's going to be a short one.

Count on Gatso to operate and manage every aspect of the system including:

- *Community education*
- *Equipment and software installation*
- *Violation image downloads*
- *DMV records/license plates matching*
- *Routing proposed ticket information to the local police for approval*
- *Citation mailing*
- *Fine collection*
- *Disbursement of fine revenue*
- *Prosecution support*
- *Expert witness support for contested cases*

What makes Gatso the industry leader? Stop and consider the evidence:



- *Systems Sold*
- *Certifications And Approvals*
- *Patents Awarded*
- *Countries Served*
- *Percentage Of Staff Involved In Research & Development*
- *Citations Issued*



Caution: Major Decision Ahead

When you're ready to decide on your traffic enforcement partner, you really have just two choices:

Gatso gives you:

- *An unsurpassed history of innovation and experience*
- *Tamperproof, flawless evidence*
- *End-to-end service and support*
- *Violation-to-citation continuity and efficiency*
- *A winning record in court*

The wrong partner leaves you with:

- *Less confidence about your evidence*
- *Headaches and hassles in implementation and operation*
- *Less support — and more liability — if you're ever called to court*

The last thing you want to do is choose a system that isn't all it's cracked up to be. Or a partner that makes you wish you never considered an automated traffic enforcement system in the first place.

Get to know Gatso. You'll be glad you did.



You may already know Gatso as a leading provider of camera technology. Now, with the establishment of Gatso USA, we provide the full spectrum of managed technology and back office service you need — from violation to citation.



Want to take the fast lane to a new level of traffic enforcement? Get in touch today.

Learn more about how Gatso can keep your community safer and why we're the only company whose evidence always holds up in court. Contact Gatso today!

1.978.922.7294
ussales@gatso.com
www.gatso-usa.com



1.978.922.7294 www.gatso-usa.com



Go with Gatso.

Gatso USA
900 Cummings Center
Suite 410-T
Beverly, MA 01915

1.978.922.7294
ussales@gatso.com
www.gatso-usa.com