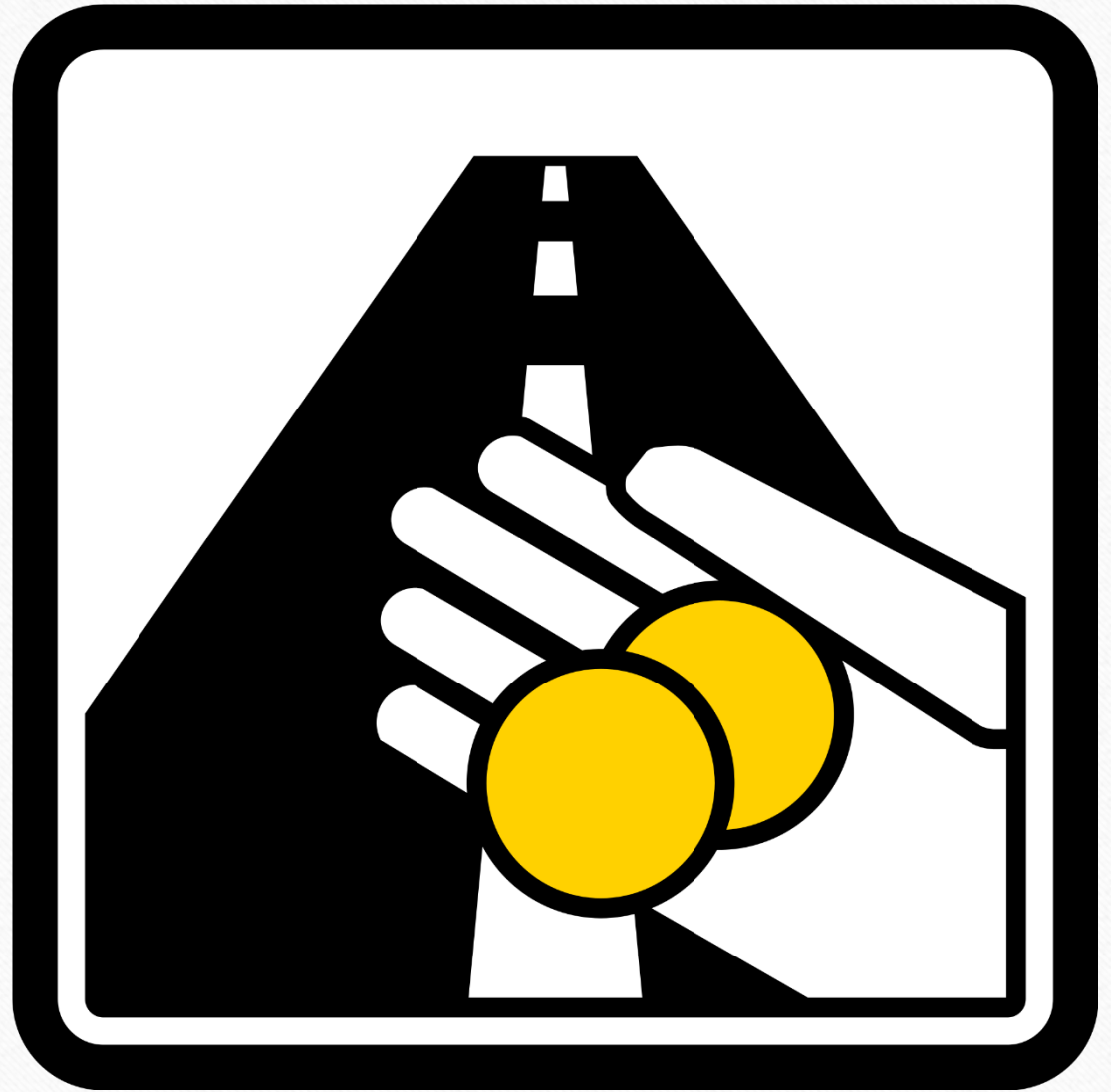


PAYTOLL

Don't Pay at the Tolls, Just PayToll



Problem Specification

- Reduction of traffic at toll areas .
- Reduction of fuel consumption.
- Reduction of wastage of time in paying tolls.

Quantitative Analysis

- About 87000 cr. rupees per year spent in India due to delays over the toll booths.
- Average of 10 minute delay per vehicle.
- Total 390 toll booths in India.
- 20K vehicles passing per day.

Existing Models

- Manual Payment.
- Fast Tags.

Disadvantages::

1. Manual Payment is time consuming process.
2. Fast Tags are expensive and difficult installation.

Our Approach

- Using Self Learning Sensors like ANPR,LPR.
- ANPR (Automatic Number Plate Reader) is cost efficient sensor used to check whether the arriving vehicle is registered or not.
- Reducing amount of man power reduces the cost.
- Continuous Moving traffic .
- Less Fuel Consumption.
- Facilitate User By Offering Advance Payment of Toll Rather than waiting in queue

Effect On Cost

- Using Traditional Methods costs near about Rs.35 per vehicle including Fuel and other factors.
- Our approach reduces this amount to almost negligible .
- Sensors used in our approach are cheaper than sensors like fast tag readers.

Revenue Model

- Free offerings and Premium subscriptions.
- Ad Revenue.
- CPC revenue.
- Affiliate marketing.