



NORTH TEXAS TOLLWAY AUTHORITY

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NTTA Recognized for Technological Initiatives

Plano, TX – The North Texas Tollway Authority (NTTA) has been recognized for its technological initiatives and awarded the Technology Adopter Award at the 9th Annual Tech Titans and Titan Fast Tech Awards.

Sponsored by the Metroplex Technology Business Council, the largest technology trade organization in Texas, the awards recognize outstanding technology companies and individuals in the North Texas area who have made significant contributions to the industry during the past year.

“The NTTA is pleased to be recognized for its technological initiatives,” said NTTA Board Chairman Paul N. Wageman. “While technology isn’t our core business, it is a critical component of what we do, and allows us to operate much more effectively.”

Some of the NTTA’s technological initiatives include the Authority’s recent transition to all-Electronic Toll Collection (all-ETC). All-ETC refers to a toll system, or toll road, that has no cash toll booths. Technology on all-ETC roads matches vehicles with TollTag accounts. If no account exists, a ZipCash account is created to bill the registered owner of the vehicle for the trip. The same technology allows NTTA customers access to an interactive Web site, <https://csc.ntta.org/olcsc/>, where customers can manage their accounts online.

Other initiatives include an intelligent transportation system, which allows the NTTA’s Maintenance and System and Incident Management (SIM) Department to monitor the

roadways and keep traffic flowing 24-hours a day, seven days a week. For example, crews in the NTTA's Command Center can measure pavement temperature and surface conditions during icy weather and take pro-active measures to treat bridges and overpasses, as well as inform motorists of roadway conditions. The Command Center also uses cameras stationed along each of the NTTA's roadways to assess various traffic situations – from stalled vehicles to suspicious activity – and respond appropriately.

The NTTA also was the first toll road in the nation to use the electronic TollTag system. Today, the NTTA boasts more than 1.7 million active TollTags and collects approximately 80 percent of its toll revenue electronically.

The North Texas region is one of the leading centers for technology business and innovation both in the U.S. and globally. Tech America (formerly AeA) recently ranked the Dallas-Fort Worth area fifth among U.S. cities in high-tech employment. In addition, the Dallas-Fort Worth area ranked second nationwide for employment in both the telecommunications services and internet services sectors, and the region is also home to one-half of Texas' technology workforce.

For more information about the NTTA, the visit www.ntta.org. For more information about the Tech Titan Awards, visit www.metroplextbc.org/techtitans.

About the NTTA

The North Texas Tollway Authority, a political subdivision of the state of Texas, is authorized to acquire, construct, maintain, repair and operate turnpike projects in the north Texas region. The nine-member governing board is comprised of Chairman Paul N. Wageman; Vice Chairman Victor Vandergriff; and Directors Kenneth Barr, Gary Base, Bob Day, David Denison, Michael Nowels, Bob Shepard and Alan E. Sims.

The NTTA serves Collin, Dallas, Denton and Tarrant counties and is responsible for the NTTA System, consisting of the Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, Addison Airport Toll Tunnel, Lewisville Lake Toll Bridge and the Mountain Creek Lake Bridge. The NTTA is able to raise capital for construction projects through the issuance of turnpike revenue bonds. NTTA toll projects are not a part of the state highway system and receive no direct tax funding. Tolls are collected to repay debt and to operate and maintain the roadways.

Visit the NTTA Web site at www.ntta.org or call 214-461-2000 for additional information about the NTTA. For customer service, please call 972-818-NTTA (6882).

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