

# Working for the Fast Lane - REG Installed at World's Longest Bridge



**BOSCH**  
Invented for life

## Industry:

Transportation

## End User:

### Lake Pontchartrain Causeway

in New Orleans is the longest bridge in the world. Each weekday, more than 42,000 cars cross Lake Pontchartrain on the 24-mile long bridge, which consists of two 2-lane spans running parallel. They connect Jefferson Parish on the South Shore and St. Tammany Parish on the North Shore. The twin spans of the Causeway are made of prestressed panels supported by more than 9,000 concrete pilings. The first span opened to the public in 1956, the second in 1969. The result was one-way driving safety on straight, two-lane railed surfaces 80 feet apart.

## Business Objective:

The Causeway required high-quality license plate capture for tolling, where tolls are collected on the North Shore of the bridge. However, vehicles traveling at highway speeds caused inconsistent plate capture and poor imaging in low light conditions from the Causeway's conventional cameras. The problems in plate capture caused inefficiencies in the tolling system.

## Solution:

Bosch REG cameras provide effective license plate capture day and night and are the most versatile cameras of their kind available today. Definitive High-Contrast (DHC) Imaging technology allows REG to capture plates from vehicles traveling at highway speeds and moving up to 100 miles per hour. DHC-Imaging integrates advances in optics, infrared illumination and Ambient Rejection technology to produce high-contrast license plate images characterized by unmatched clarity.

Infrared illumination plays a vital role in license plate capture, not just at night, but during the day as well. With license plate capture systems, visible light is cut-filtered and only IR light is used by the camera. This solves serious problems caused by glare on license plates from factors such as headlights, sunlight and reflections from wet roads. Therefore, good quality IR lighting is essential for crisp, high-resolution license plate images.



REG is applied successfully at Lake Pontchartrain Causeway in New Orleans.

REG cameras feature on-board infrared illumination, ensuring effective performance day and night. U.S. patented REG cameras operate effectively under any lighting condition and overcome glare, high-beams, darkness and speed.

## Result:

The outstanding performance in high-speed license plate capture has streamlined toll operations and made them more effective for the Causeway, resulting in decreased loss of toll revenues.

"The Lake Pontchartrain Causeway project presented very challenging conditions for license plate capture. The REG cameras delivered a very high level of performance and helped ensure the smooth operation of the tolling system, even with cars traveling at highway speeds," said system installer, Steve Brindle, Smart Systems Technologies.

## Installed by:

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