

GENTEX
CORPORATION

TECH BRIEF
2020

itm

INTEGRATED TOLL MODULE®

Breeze through toll collection points throughout the U.S. under one account with the Gentex Integrated Toll Module (ITM®) — a nationwide toll-collection technology for factory integration into new vehicles.

ITM WINS 2020 PACE AWARD

ITM recently received a 2020 Automotive News PACE Award. This prestigious awards program recognizes automotive suppliers for superior innovation, technological advancement, and business performance.

THE PROBLEM – TOLLING IN THE U.S.

Americans love to take car trips, but its 50 states are linked by an ever-expanding yet fragmented toll-road system comprised of:

- 90+ tolling agencies
- 12 unique interoperable groups
- 20 different tolling brands
- 5 different hardware/software protocols

THE SOLUTION – INTEGRATED TOLL MODULE

Gentex's ITM is the industry's first vehicle-integrated, multi-protocol toll transponder that allows drivers unfettered access to the nation's toll roads with just one account. The technology allows automakers to offer their customers a proven telematics service that uniquely enhances the driving experience nationwide.





ADDITIONAL RESOURCES

Contact your Gentex sales representative to learn more.

- ITM PACE Award [News Release](#)



- Gentex ITM Video

CONSUMER BENEFITS:

- Single tolling account managed by – no need to manage multiple accounts or tags
- Improved aesthetics – no need to affix multiple toll tags to the windscreen
- Improved forward visibility – no tags to hinder forward view
- Proven transponder performance – superior transponder accuracy
- Vehicle integrated
 - Transponder cannot be misplaced, lost, or stolen
 - Runs on vehicle power — no need to change battery
- Ability to drive regionally or nationwide
- Access to HOT/HOV lanes

OEM BENEFITS:

- Proven connected-car/V2i technology
- Controls integrated into vehicle HMI
- Revenue-sharing opportunities



In the future, this toll payment capability could be expanded to enable vehicle-to-infrastructure transactions for everything from gasoline and coffee to parking meters and theme parks. ITM provides a profitable, scalable platform upon which new payment interactions can occur and opens the door to an increasingly connected car.



ABOUT GENTEX

[Gentex](#) is a leading supplier of electro-optical products for the global automotive industry. We supply nearly every major automaker with advanced electronic features that optimize driver vision and enhance driving safety.

As vehicle electrification and autonomous driving trends progress, our core technologies are converging to yield products that provide unprecedented advances in digital vision and stand to become integral components in connected cars and future mobility systems.

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