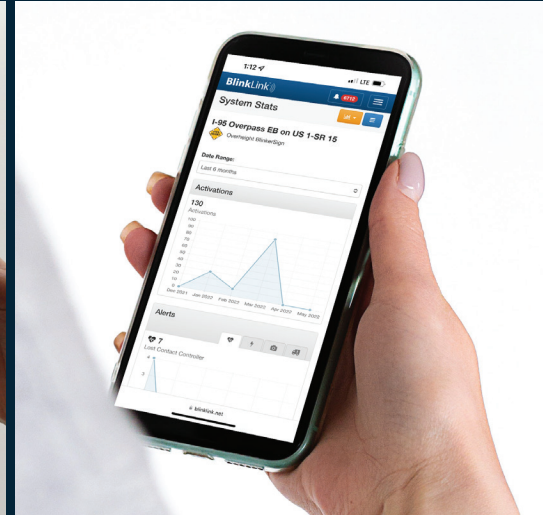
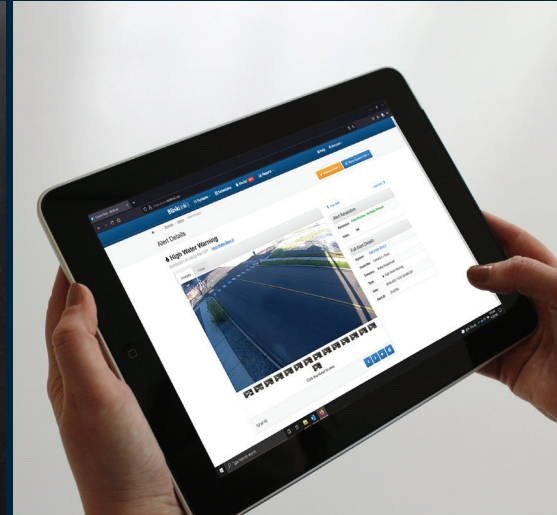
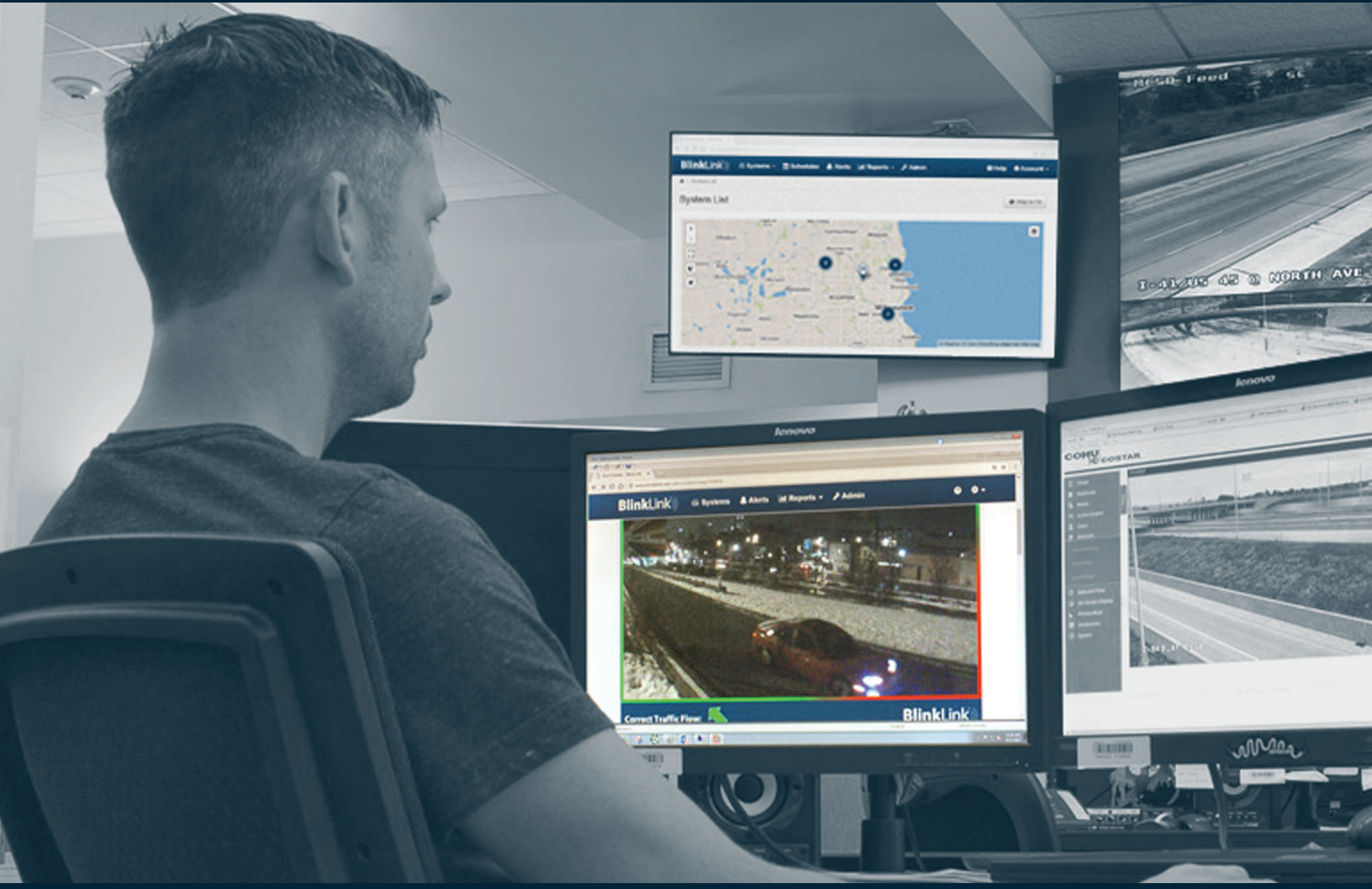


EVENT MANAGEMENT SOFTWARE

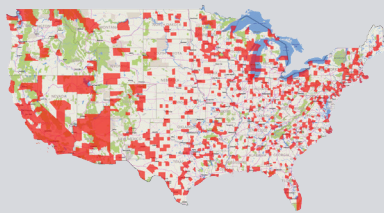




As an industry-leading innovator, TAPCO manufactures, services and distributes a wide portfolio of traffic and parking safety solutions designed to increase safe travels for all. Since 1956, we have set the standard for delivering reliable, cutting-edge traffic safety enhancements. From our world-renowned line of LED-enhanced BlinkerSign® solutions to our pedestrian crossing products and early detection warning systems, safety is at the heart of all TAPCO innovations.

Generations of Expertise

Working alongside traffic professionals for more than 60 years gives our team an exclusive perspective on the past, present and future needs of the traffic and parking safety industry.



A Nationwide Reach

With successful solution installations throughout all 50 states, we understand the safety concerns communities face across the nation.

Innovative, Smart City Technology

Our mission is to continue to lead the industry with an innovative, customer-focused approach that evolves with the technological demands of our customers.



Award-Winning Mindset

As a family-owned company, we take pride in establishing and maintaining our innovative culture.

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Current Traffic Safety Trends

U.S. fatalities are on the rise, and in 2021 the number of fatalities is the highest since 2006, according to NHTSA. However, the U.S. Department of Transportation (USDOT) recognizes ITS technologies as a critical means to improve safety, mobility and environment. And with initiatives like Vision Zero gaining traction, capturing usable data is becoming more important than ever.

Current ITS Issues

With advancing technologies, agencies are easily overwhelmed, and without the right resources and expertise, data isn't being analyzed to drive decision making. Further, there is a lack of standardization that causes fragmented deployments as well as conflicting priorities between internal roles.

BlinkLink® Addresses The Problems

- Data overload: BlinkLink® configures to a predetermined set of parameters that in turn, delivers specific data sets to elected parties in a clear and concise manner.
- DOT resources and skill gap: BlinkLink® features a user-friendly interface to unify and simplify management burdens.
- Fragmented Deployment: BlinkLink® connects numerous IWS systems from a single vantage point and allows for third-party software integration.
- Conflicting System Priorities: BlinkLink® provides users with system and safety application details to satisfy and compliment the objectives of multiple roles.

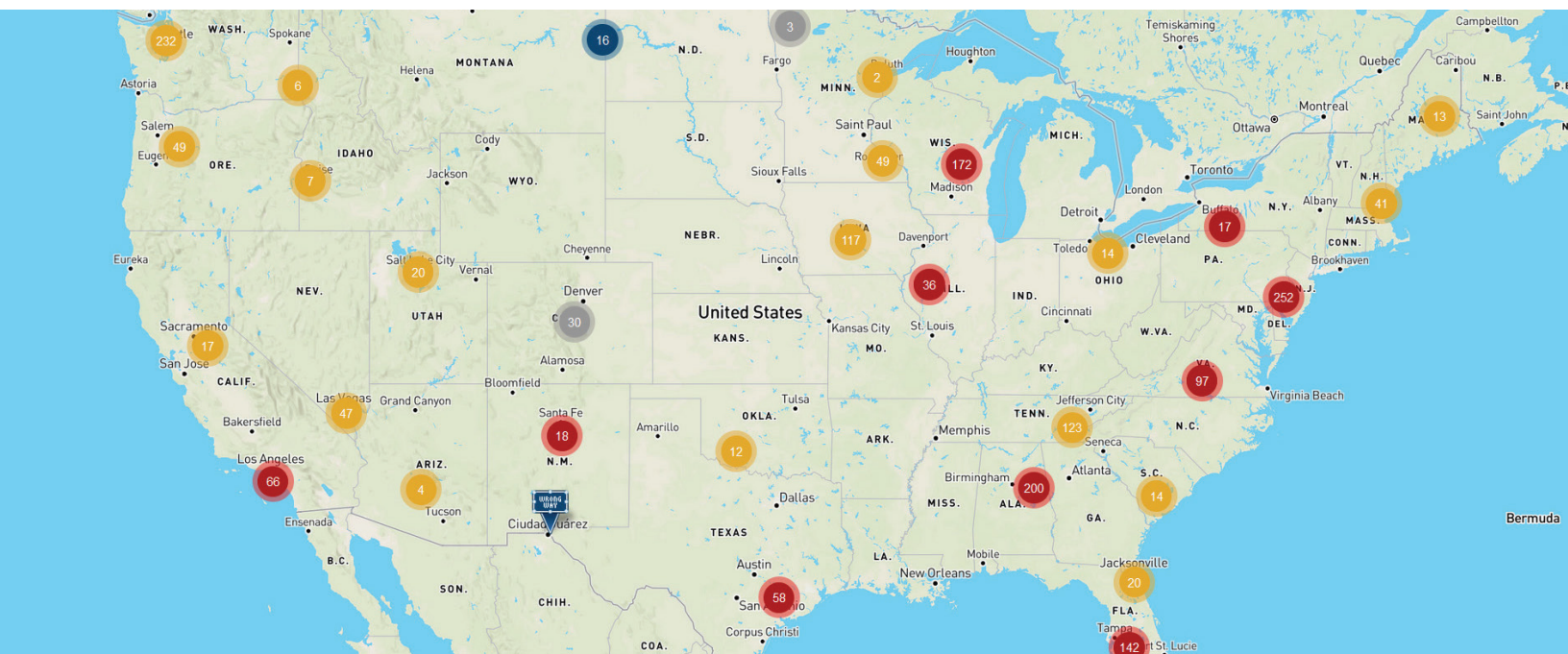
SOFTWARE OVERVIEW

WHAT IS BLINKLINK?

BlinkLink® is an easy-to-use, cloud-based event management software that agencies use to **manage, schedule, identify, quantify and monitor** specific systems or a network of Intelligent Warning System deployments.

By collecting real-time data, BlinkLink® provides transportation officials with the information needed to identify emergencies or system characteristics via voice, email and SMS notifications. Cameras can be incorporated to capture images and video, as well as facilitate live streaming.

BlinkLink® communication is secured through various network configurations with popular TAPCO-made Intelligent Warning Systems as well as third-party software.



BlinkLink® Value

- Currently connected to thousands of systems nation-wide and counting
- Can operate with various traffic safety applications
- Optimizes TAPCO's preventative maintenance service contracts
- Can configure and access via multiple network infrastructures
- Available off the shelf Application Programming Interface (API) to connect third-party software
- Developed, managed, and supported in-house in Brown Deer, Wisconsin
- Provides hands-on service, remote monitoring and regular updates

SOFTWARE OVERVIEW

MANAGE

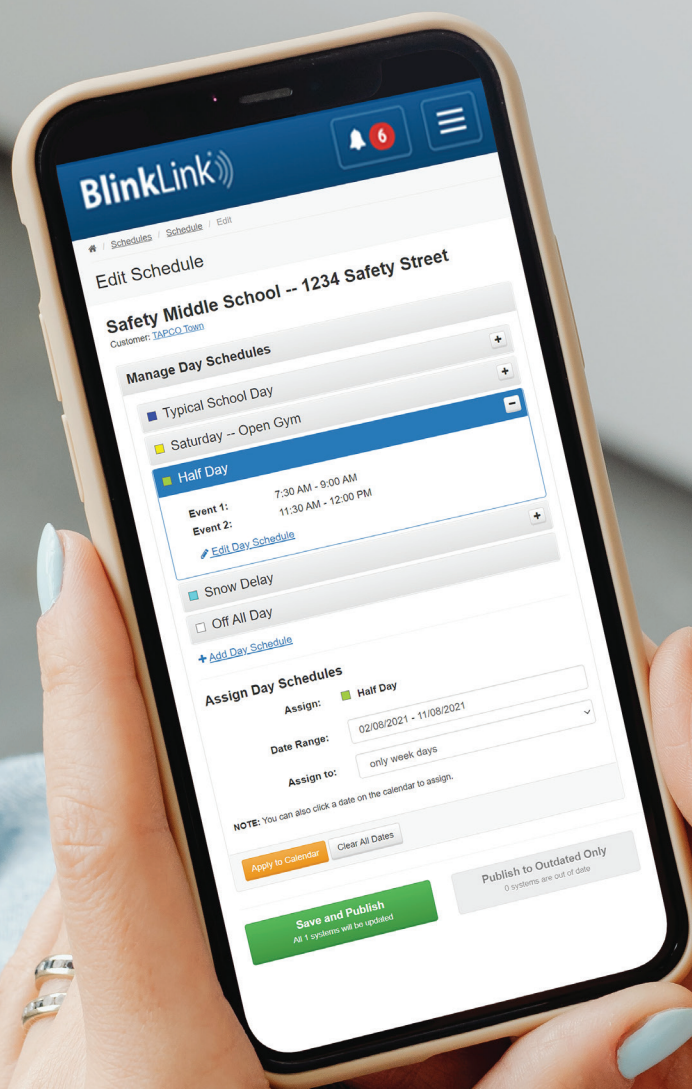
BlinkLink® is designed for seamless **management** of Intelligent Warning Systems: monitor one system or a network of systems. With BlinkLink®, administrators can delegate access, control and viewpoints by user type, i.e. System Director, Safety Manager, etc. Further, BlinkLink's pre-determined processes, procedures and applications allow for hassle-free system maintenance.



SOFTWARE OVERVIEW

SCHEDULE

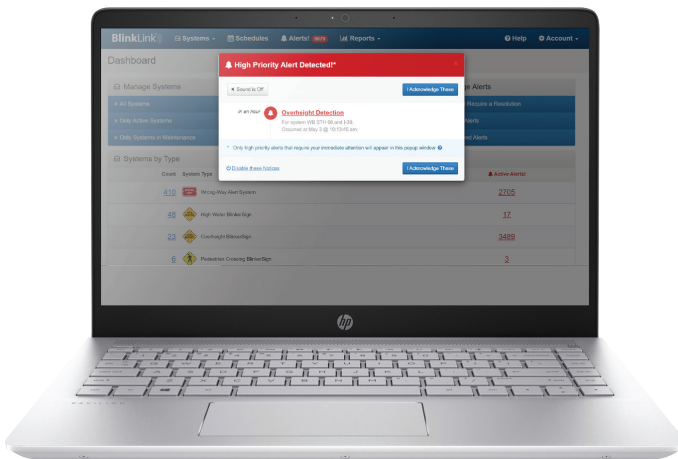
BlinkLink® allows for remote, customized **scheduling**. Configure the system(s) according to various inputs like calendar, time of day or event. System settings like manual flash, flash duration and mode, are easily adjusted to meet the needs of your operation.



SOFTWARE OVERVIEW

IDENTIFY (ALERTING)

BlinkLink® **identifies** behaviors in need of human intervention such as wrong-way drivers, speeding, crossing pedestrians, flooding, etc. Then, BlinkLink® delivers high priority alerts with images, video or streaming.



BlinkLink® simultaneously monitors systems, delivering status updates on diagnostics, health indicators and uptime. All data is logged to identify trends in need of further investigation.



Alerts



Battery



Temp.



Solar Voltage



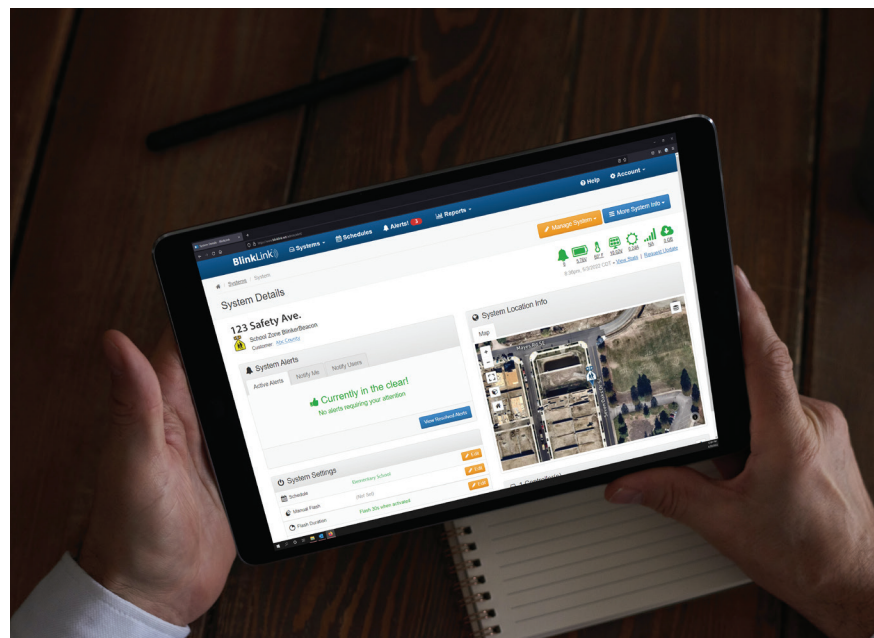
Solar Current



Signal



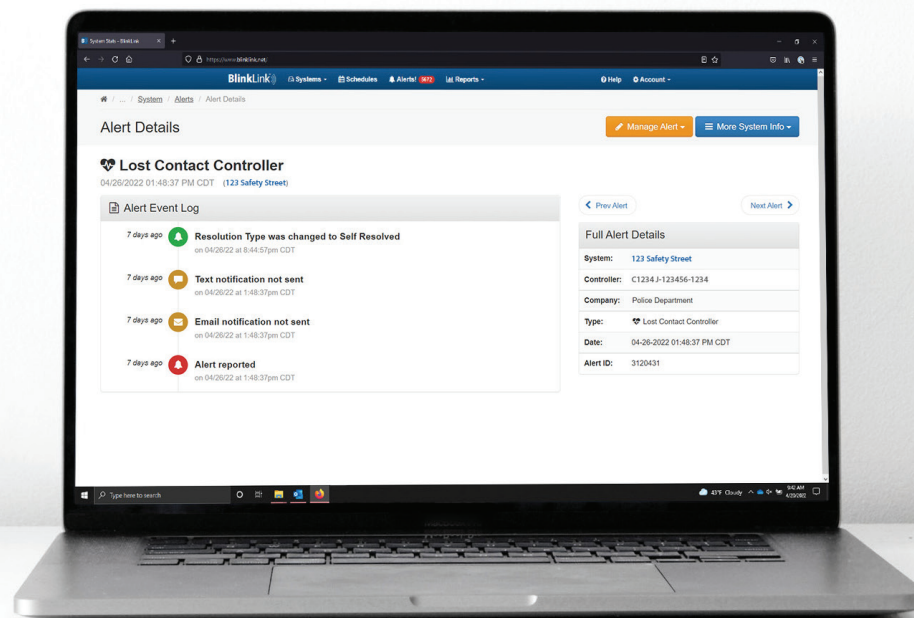
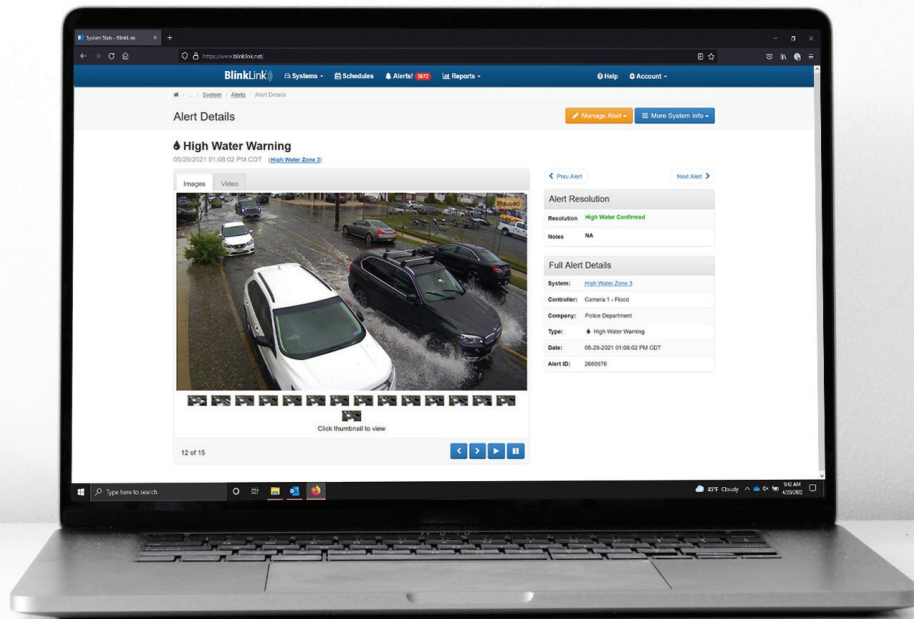
Data



SOFTWARE OVERVIEW

ALLOCATE AND PRIORITIZE

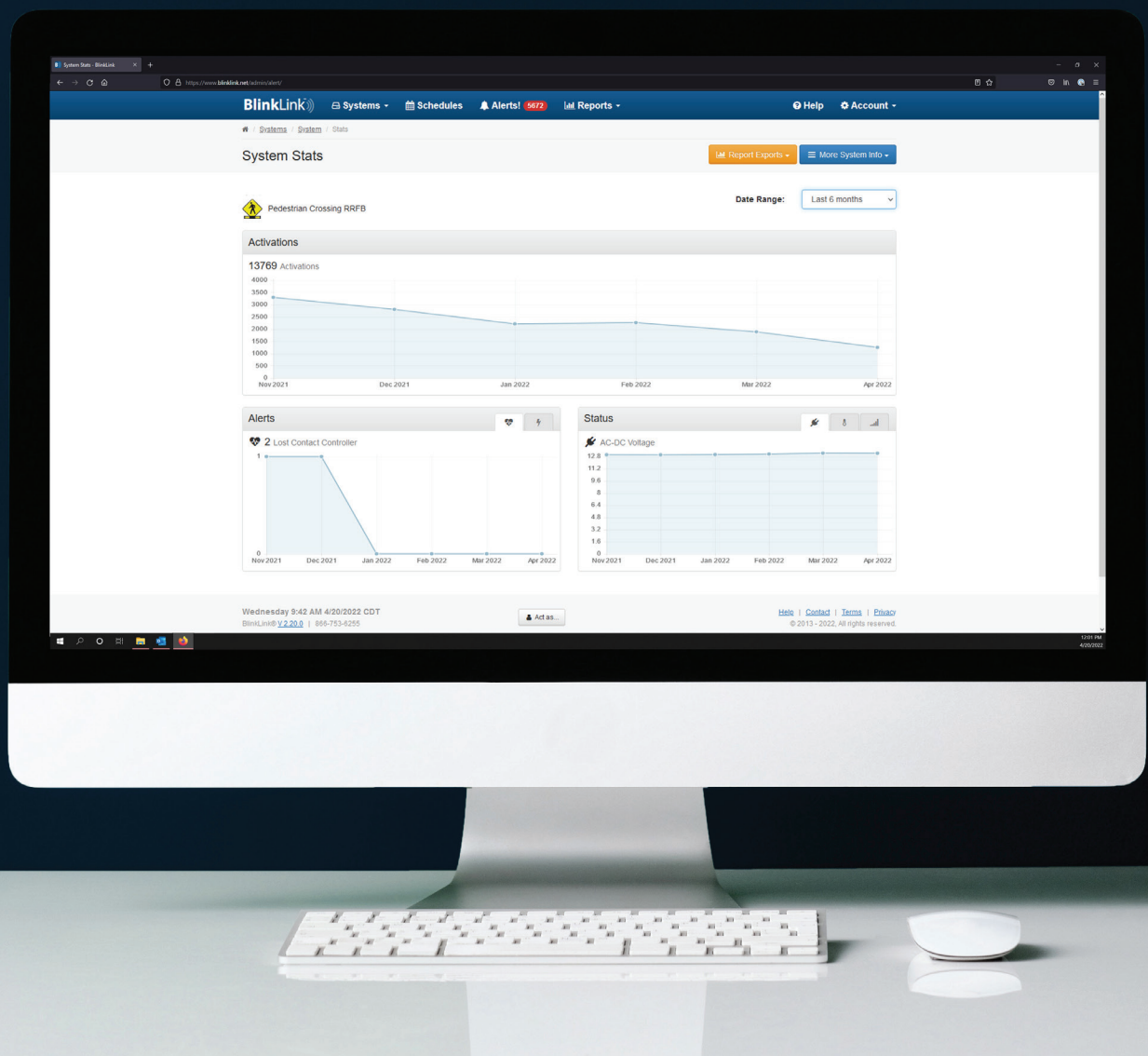
BlinkLink® assists agencies in **prioritizing** resources by automatically relaying actionable data to responsible parties. BlinkLink® supports agencies in dispatching safety and service resources in correspondence with the behaviors identified.



SOFTWARE OVERVIEW

QUANTIFY AND REVIEW (REPORTING)

BlinkLink® collects actionable, real-time data on event/activation occurrences, system effectiveness, and procedural processes and timing. Then, trend analysis and **reporting** can be leveraged for after action reviews, lessons learned and to justify subsequent technology deployments.

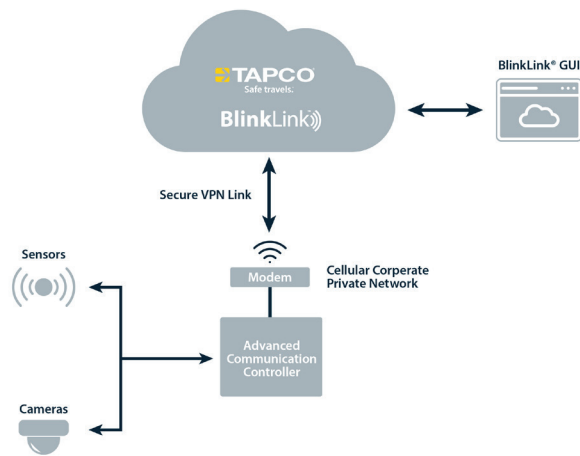


ENHANCEMENTS

BLINKLINK® OPTIONS

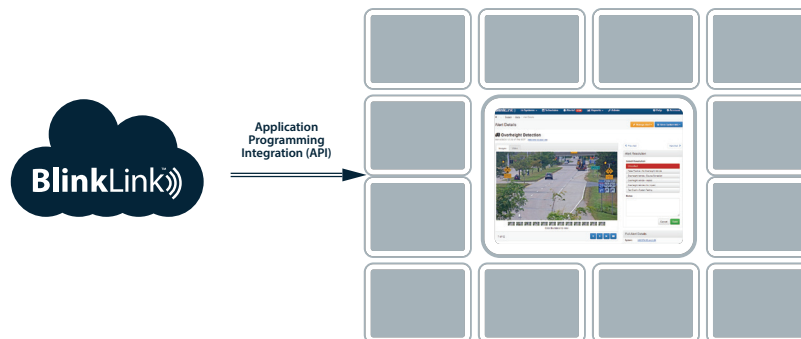
Various network configurations offered based on your agency's needs.

- Multiple network integration options
 - TAPCO-provided modem
 - Agency provided modem or fiber



Optional API enhancement:

- Compiles event reviews, confirmations, resolutions, notes etc. in a single “master” platform and communicates it back to BlinkLink®
- Automates event processing, increasing the speed and effectiveness of responses
- Includes woven ITS infrastructure (TAPCO IWS system, state ATMS platform, dynamic message signs, CCTV cameras, third-party software, etc.)
- Reduces operational labor and platform management burdens
- Expands reach and capabilities of the enterprise operation (to the last mile)



*Direct to ATMS connection available

TAPCO SYSTEMS

SUPPORTED BY BLINKLINK®



Wrong-Way
Alert



Curve
Warning



High Water
Warning



Pedestrian
Crossing



Overheight
Warning



Intersection Conflict
Warning




School Zone
System



Speed
Awareness



 **TAPCO**[®]
Safe travels.

 (800) 236-0112

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