

The *EZ-ID* License Plate Program

A patent-protected system of motor vehicle tagging that enables swift and positive identification and tracking of vehicles by law enforcement authorities.

It is ideal for states, provinces, and countries that seek to protect the lives of children, bring to justice the criminals who use motor vehicles in the commission of crimes, improve safety, and steward public finances.



Read, Remember, and Report:

The program increases a license plate's visibility and identifiable characteristics by:

- Incorporating an easily recognizable symbol — a circle, square, triangle, heart, diamond, or star - into the registration number on the license plate.
- Reducing the number of alphanumeric characters to no more than four, and making those characters larger and bolder than they are now.
- Including an administrative section that allows police officers to use standard keyboards and other devices in making tracking entries and inquiries

Swift recognition through reducing the pool of potential suspects

A plate with six alphanumeric characters has over **1.8 billion** possible combinations. If a witness can identify three characters plus the color of the vehicle, that narrows the number of suspect vehicles to a pool of **4,300**.

With EZ-ID license plates, identifying the same amount of information (symbol plus two other characters and the vehicle color) reduces the number of suspect vehicles to approximately **123**. Identifying the *type* of vehicle reduces the suspect pool further, to mere double digits. Police can move swiftly to apprehend suspects when they have a limited universe to work with.



"The (EZ-ID) concept is perfect. We need new tools to keep kids safe. God bless you!"

*— Officer Robert Barry, Past President
Massachusetts Safety Officers' League*

EZ-ID Program Benefits

Save Lives

According to the National Center for Missing and Exploited Children, there are 800,000 children reported missing every year. That's one child every 40 seconds.

Approximately 262,000 are abductions by family or non-family members – that's one child every two minutes. About 100 abductions per year end in the murder of the child.

The Center's statistics indicate that of the children who are murdered, 44 percent are dead within the first hour. Within three hours, 74 percent of eventual murder victims are dead, and after 24 hours have passed, 91 percent have been murdered.

The EZ-ID license plate will give law enforcement and the general public an additional advantage in identifying and locating suspect vehicles when every second is critical.

Improve effectiveness of Amber Alerts

Amber Alert signs that showing license combinations with six alphanumeric characters can make it difficult, if not impossible, for a motorist on the roadways or at the scene of a crime to remember the plate number. But an Amber Alert showing a symbol as part of the registration will be much easier for anyone, including a small child, to remember.

Research shows that sign readability requires an average reading distance of 685 feet. Motorists traveling at 65 mph have seven seconds to read and comprehend an electronic sign message. They have less to recognize and remember when an EZ-ID plate is the subject of an Amber Alert.

Raise revenue for states and provinces

In addition to the standard symbols - circle, square, and triangle – the program allows motorists to purchase optional symbols - heart, diamond, and star - along with low-number combinations plus standard symbols, for an additional fee. This will generate millions of dollars in new revenues for participating states and provinces. Much like the popular vanity plate and specialty plate programs, EZ-ID will pay for itself and become a significant revenue generator for the state.

The EZ-ID program does NOT replace existing low-number plates or vanity plates. It is only designed to increase the recognition of general-issue plates.

View from rear view mirror



Standard plate



EZ-ID plate

***Symbol is a mirror image of itself**

***Fewer characters to remember**

***Characters are oversized**

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