



**For immediate release, September 4, 2012**

**Perceptics Announces Industry's First Money Back Guarantee on LPR accuracy**  
*Company Guarantees Read Rate Accuracy.*

Knoxville, Tenn: [Perceptics](#) introduces the industry's first and only money back guarantee on all of its license plate and DOT number reader systems. No longer will customers have to take on the risk of LPR systems that don't perform as promised. To demonstrate, Perceptics' flag ship [LPR-HR](#) system guarantees 95% full plate accuracy on all plate types, including state/province ID. And its [DOT number readers](#) now guarantee an astounding 85% accuracy on all traffic. "This truly is an industry first and really establishes Perceptics at the forefront of the LPR and DOT industry," Adam Nelson, Director of Sales and Marketing said. "Everyone claims high accuracy levels, but as many dissatisfied customers come to learn, what was sold and what was delivered often times don't match. We've solved this problem for the customer by taking away the risk." Nelson further explained that [Perceptics](#) has been providing this level of performance for many years to its government customers, but the decision to offer it to all customers is a result of listening to what many of its new customers really want, which is risk reduction on their purchase.

Nelson went on to explain that the company is also pushing the industry forward by offering very simple definitions for defining accuracy with no gimmicks. "So often other companies claim high accuracies, but when you look at the fine print customers realize that the vendor is not taking any responsibility for accuracy at all. Our promise is simple, if the system is setup the way we recommend, we guarantee our accuracy."

He goes on to say that many customers were feeling misled by the industry's war of percentages. "End users have a very simple criteria of the "LPR must just work, but what they were finding was that fuzzy math was leaving them with a sour taste in their mouth. We hope that this money back guarantee will help alleviate this concern."

When asked if the money-back guarantee is an industry changer, Nelson replied, "LPR has been around for around 30 years and nobody has offered this level of confidence to the customer, so yes I do think it is a real game changer."

**About Perceptics:**

For over 30-years, [Perceptics License Plate Readers](#) have been accurately reading plates and state identification on all plate types, any time, day or night. Its systems have been deployed in thousands of lanes worldwide, including the United States, Canada, Mexico, United Arab Emirates, Saudi Arabia, Malaysia, and Singapore.

###

Jennie Lee

Marketing Operations Manager  
9737 Cogdill Road, Ste 200N  
Knoxville, TN 37932-3350  
Phone (865) 671-9201  
[Jennie.lee@perceptics.com](mailto:Jennie.lee@perceptics.com)  
[www.perceptics.com](http://www.perceptics.com)