SMART PARKING

Smart**Park**

– helping towns and cities reduce congestion using next generation technology

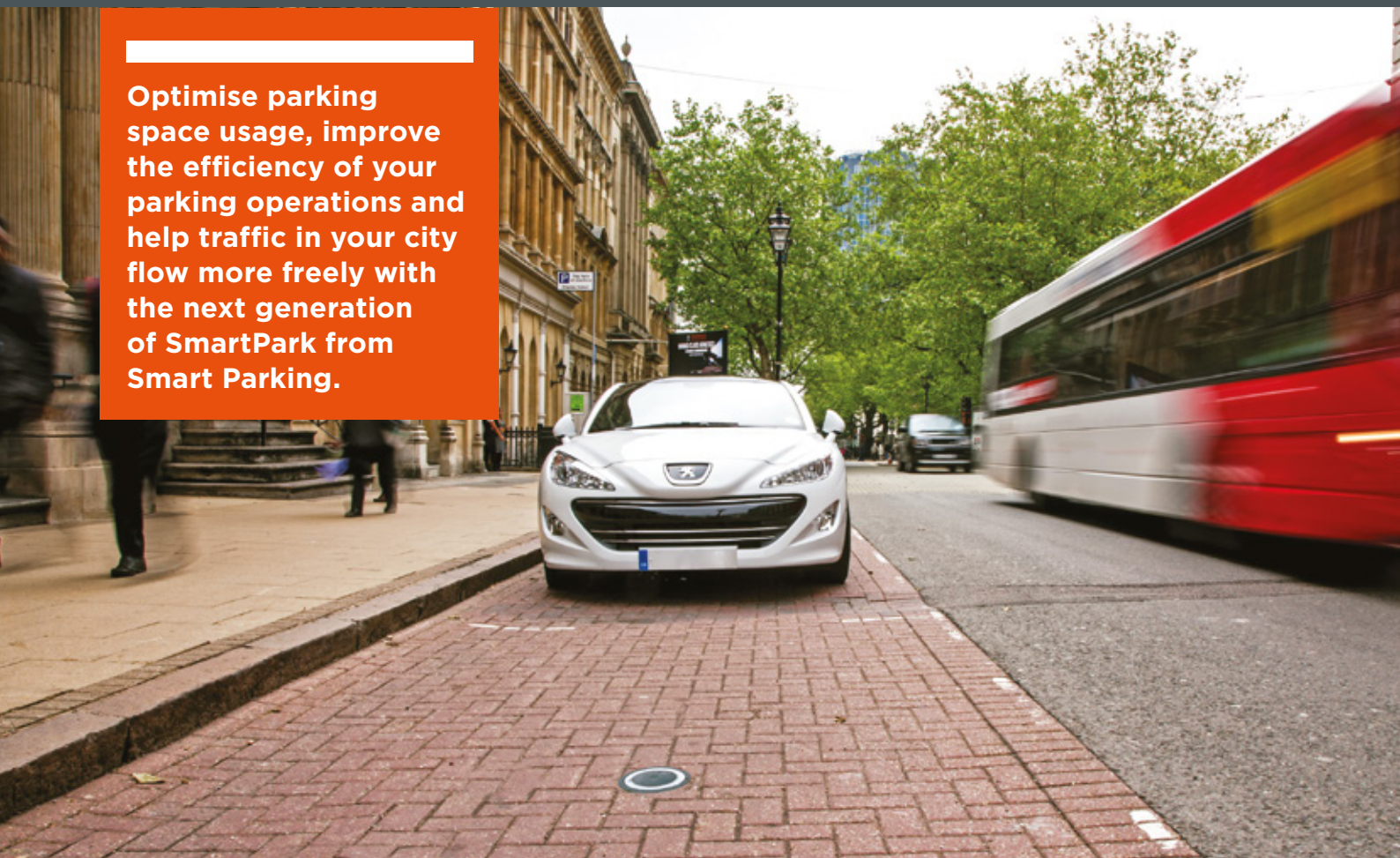**The problem –** drivers searching for parking spaces cause 30% of congestion in towns and cities

The challenge – finding and funding a proven, robust, accurate and cost-effective solution

The solution – the latest version of SmartPark – now featuring RFID-equipped sensors – helps drivers

- Find a space quickly and efficiently
- Pay for parking easily and simply

The result – less congestion, decreased vehicle emission totals, lower costs to enforce on-street and much happier drivers

Optimise parking space usage, improve the efficiency of your parking operations and help traffic in your city flow more freely with the next generation of SmartPark from Smart Parking.

The Challenge

Every day, hundreds of thousands of vehicles pour into towns and cities across the UK.

It's traffic that…

• **Congests limited road networks**
• **Generates significant pollution spikes**
• **Creates driver stress**

What's less well recognised is that **up to 30%** of this traffic consists of motorists searching for a place to park their car.

To make matters worse, around **15% of parking spaces go unoccupied even at the busiest times** – simply because drivers are unaware of the location of available spaces.
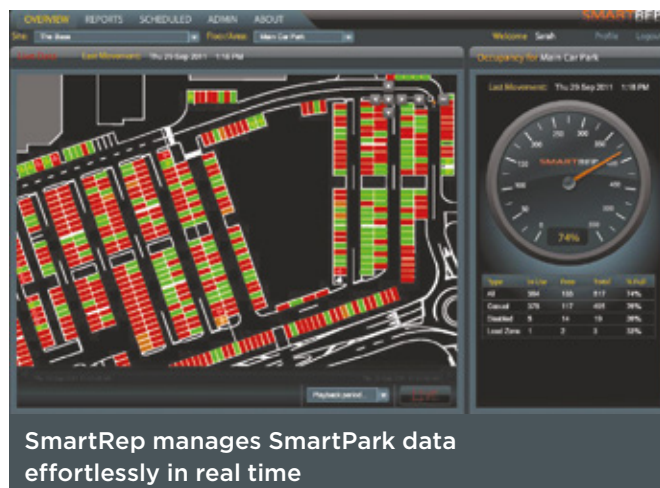
SmartPark – turn your city into a smart city

Smart Parking, one of the world's leading providers of car parking technology and management solutions, has developed the next generation of **SmartPark** – helping local authorities and transport hub operators to maximise the efficiency of your town/city centre management.

SmartPark is a proven, robust, accurate and cost-effective way to ensure that road users know exactly where unoccupied car parking spaces are.

SmartPark is a tried, tested and proven solution that delivers market-leading performance accuracy.

SmartPark can be fully integrated into a council's parking management software and its parking/permit payment systems. It's a solution that can be at the heart of maximising the efficiency of your investment in on-street enforcement, enabling you to make significant long-term savings in personnel deployment.

SmartPark – how it works

SmartPark comprises an integrated package of leading edge technology that provides drivers with real-time information on unoccupied car parking spaces in your busiest streets.

SmartEye sensors use infrared to detect when a vehicle has occupied or has left a parking space.

SmartEye sensors now feature a virtually flat, anti-slip profile. New for 2013/2014, each RFID-equipped **SmartEye** sensor features next-generation radio frequency identification technology. This means your **SmartPark** solution can encompass:

• **RFID tag identification** to enable fuss-free permit parking for residents, employees, commercial service providers and Blue Badge holders
• **E-wallet interface** encryption and cashless payment to deliver a truly end-to-end experience
• **Real time flexibility** enabling dynamic pricing, space rules and times

Unlike other sensors that rely on magnetic field triggers, **SmartEye** sensors are not susceptible to interference from power cable energy surges and other electrical sources. This means they are far more reliable and accurate.

SmartRep manages SmartPark data effortlessly in real time

Our SmartApp directs drivers to available places

Zone controllers receive status update signals from **SmartEye** sensors close by, which then transmit this information via cellular networks to a central server.

Real-time updates are collated using state-of-the-art security protocols. This data is then used to populate appropriate devices with changes to parking space occupancy.

Drivers access the **SmartPark mobile application** via their iPhone or Android device to view a current picture of parking spaces near to them. They're then guided to the nearest unoccupied spot. Once parked, the application – which can be labelled to match your branding, or offered as **SmartApp** from Smart Parking – can also be configured to direct them to pay for parking via your chosen remote payment solution. The app can also be configured to include real time data on occupancy levels in adjacent off-street parking facilities, maximising convenience for the driver.

In short, **SmartPark** can seamlessly coordinate data to enforcement officer handhelds, cashless payment facilities, and on-street payment machines, enabling you to deploy a fully integrated parking space occupancy, revenue and enforcement solution to meet the needs of your city.

The technology can also be configured to provide you with a fully detailed management information and reporting tool. This enables you to collect and collate information, review space use levels, and review occupancy/charge/revenue models to determine future developments in dynamic zone pricing.

Tried and tested, practical and proven

Unlike other offers in the market, this solution to help you manage town and city centre congestion is the result of over ten years of development.

You can specify **SmartPark** confident in the knowledge that it will be installed, maintained and upgraded with minimum disruption or service interruption.

SmartEye sensors, for example, are completely wireless with a battery life of up to five years and are fitted into a separate base cup, which means that they are quick and convenient to install, and can be accessed and/or maintained in future without having to excavate the road surface.

They fit flush with the road surface, are impervious to dust and water immersion and can withstand a point loading of up to four tonnes.

All the benefits – <u>without</u> the upfront cost

Local authorities can acquire **SmartPark** through our re-seller partners without any of the upfront expenditure costs typically associated with such a capital investment.

Flexible leasing agreements can be structured to ensure that your community benefits from this technology straight away.

Talk to us now about how this convenient funding arrangement could work for you.

Wireless, real time data transmission via the SmartPark zone controller

SmartEye sensors feature a virtually flat, anti-slip profile

SMART PARKING

Take the next steps

For a demonstration of how the next generation of **SmartPark** can...

• Reduce congestion

• Decrease vehicle emission levels

• Increase parking compliance

• Improve enforcement cost effectiveness and efficiency

Contact Smart Parking now.

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