

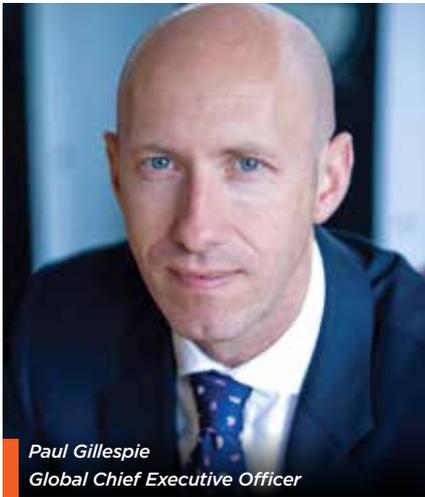
SMARTthinking

Smart Parking – expert management, intelligent technology, measurable results

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New Solutions

Welcome to the second issue of **Smart Thinking**, the new newsletter from **Smart Parking**.



Paul Gillespie
Global Chief Executive Officer

In our first issue, we promised that **Smart Thinking** would bring you updates on new solutions to help you secure the parking outcomes you are looking for. We're doing that today by highlighting the introduction of the **next generation** of two of our solutions: **Pay & Walk**, which removes the drawbacks associated with both Pay On Foot and Pay & Display, and **SmartPark**, our solution that

enables drivers to find a parking space quickly and simply within busy towns and cities.

We're also unveiling our new global website, which you can find at www.smartparking.com. The site underlines how we're able to call on the resources of our teams around the world. We're focused on creating solutions from our leading edge technology, our project management expertise and our in-depth operational experience to help you achieve your goals.

In the meantime, if you have any questions about **Smart Parking**, or you have any feedback on what you've read in this issue of **Smart Thinking**, please don't hesitate to contact me.

Paul Gillespie
Global Chief Executive Officer
Smart Parking

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A smarter approach to managing congestion – introducing the next generation of our on-street parking space occupancy solution

All you need to know about Smart Parking online – we review our new global website

Jim joins up – Jim Short has been appointed as Smart Parking's EMEA Technology Sales Manager

Taking off-street car parking to the next level – we've launched an updated version of Pay & Walk

Car Parking Technologies completes international journey to Smart Parking brand – we're now Smart Parking around the world

Smart Thinking case study: We take a look at The Base Town Centre, Hamilton, New Zealand

Putting consumers first Gavin Mullen highlights the importance of consumer centric parking solutions



A smarter approach to managing congestion



SmartEye 2013 - SmartPark
- helping you cut congestion

Every day, hundreds of thousands of vehicles pour into towns and cities. It's traffic that congests limited road networks, generates significant pollution spikes, and creates driver stress.

But what's less well known 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 bays.

That's why we've created the next generation of our **SmartPark** on-street parking space occupancy solution.

SmartPark is a proven, robust, accurate and cost-effective way to ensure that road users know exactly where unoccupied car parking spaces are. It includes our **SmartEye** in-ground vehicle detection sensors linked to zone controllers that relay occupancy data via a central server to a mobile app, enforcement officer handhelds, payment machines, and remote payment applications. Our **SmartApp** mobile application, which can be downloaded free to iPhone and Android handsets, then guides the driver to the nearest vacant on-street parking space.

SmartPark delivers market-leading performance accuracy, and it can be fully integrated into your parking management software and parking/permit payment systems. **SmartPark** can help improve on-street enforcement efficiency, enabling you to make savings in enforcement officer deployment.

Now RFID equipped

Our **SmartEye** sensors have been re-designed to feature a virtually flat, anti-slip profile and are now also equipped with RFID. This can enable fuss-free permit parking resident and Blue Badge parking, e-wallet interface encryption and cashless payment. It also provides for the option of dynamic pricing, space rules and times.

Equally significantly, local authorities can acquire **SmartPark** through our Smart Parking 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.

Commenting, Smart Parking's Chief Operating Officer Charlie Leaper said that SmartPark was already being deployed around the world.

"Towns and cities are seeking to reduce the impact of drivers looking for a place to park, and it's our view that SmartPark can play a key role in cutting this congestion. Unlike some alternative technologies, it's a solution that has been deployed for a number of years, which means we are working within the context of tried and trusted hardware. What's more, SmartPark is already in the ground in some of the world's busiest cities, so we can show local authorities the real benefits right now."



Charlie Leaper

Charlie also said that Smart Parking's arrangements across its partnership community meant that local authorities could now access **SmartPark** without needing to fund the technology upfront.



Peter Pedersen



Our brand new global website

SmartPark partners include:

- Xerox Parking Services (Spur)
- Imperial Civil Enforcement Solutions (ICES)
- Taxameter
- Parkeon
- Al Musbah (Saudi & UAE)
- Secure Parking (Asia PAC)
- APARC (Australia & New Zealand)
- SPT (South Korea)
- Street Parking Solutions, South Africa

“The agreements that we now have in place with Smart Parking partners means that councils can now acquire **SmartPark** without any of the upfront expenditure costs typically associated with such a capital investment. Flexible leasing agreements can be structured to ensure that a community benefits from this technology straight away.

For more information about **SmartPark**, our Smart Parking partners, and how a local authority could access **SmartPark** without needing to fund an upfront investment, contact Charlie Leaper at charlie.leaper@smartparking.com

All you need to know about **Smart Parking** - online

If you're a decision maker within the industry, you'll probably agree that there's no such thing as a typical car parking facility.

From supermarkets in the UK to airports in Australia; from on street in California to retail parks in New Zealand; the brief to us every time is unique – because the needs of our clients and the needs of their customers are unique.

It's with this key thought in mind that we have developed a brand new global website for Smart Parking.

At www.smartparking.com, we've striven to reach out to all our clients and strategic Smart Parking partners – wherever they are, and whatever their need is.

Peter Pedersen, Smart Parking's Commercial Manager for Australia says that the website reflects a conscious decision to make sure that clients and partners understand that the company is listening to them and putting their circumstances first. “Our new website reaches out to prospective and existing clients and partners. That's really important

to us, because what we're about is listening, learning and discussing. We're then in a great place to build solutions from our cutting-edge technology, our project management expertise and our in-depth operational experience that meet their needs precisely.”

www.smartparking.com clusters propositions by market to make it easy for decision makers within retail, property, transport, healthcare, government, leisure, education and residential specialisms to understand our approach to their sectors – as well as focusing specifically on our technologies and service solutions.

“We will develop the conversation by continually adding new content”, says Peter. “The site will reflect our ability to exceed the expectations of our diverse client community and become an even better place to learn about new ways to achieve breakthroughs in the performance of car parking facilities.”

Car Parking Technologies completes international journey to **Smart Parking** brand



The launch of www.smartparking.com on 1 July mirrors the rebranding of our international business from Car Parking Technologies to Smart Parking. Going forward, all our worldwide operations, including our activities in Australia, New Zealand and the US, will come under the Smart Parking name. Chief Executive Officer Paul Gillespie said that the move reflected the global nature of demand from clients in our key markets.

“Around the world, facility providers are constantly striving to improve convenience and quality in their car parks, while simultaneously seeking to manage fair access to parking without alienating drivers. That’s as true for providers of on-street bays in the USA as it is for a supermarket in the UK, a shopping mall in New Zealand, or a multi-level car park in Australia. The rebranding of our global business to Smart Parking will help us to project a unified message to existing and prospective clients and commercial partners – wherever they are in the world, and whichever sector of the parking industry they are in.”

Jim joins up



We’re pleased to announce that we have appointed Jim Short as Smart Parking’s EMEA Technology Sales Manager.

Jim has joined us from Xerox Parking Services, where he was Senior Business Development Manager within their off-street parking division.

He will play a key role in developing and delivering our global sales strategy. Jim’s brief includes building our technology sales in the EMEA region and developing then maintaining relationships with our key Smart Parking partners.

He will also be responsible for building Smart Parking’s presence within priority sectors that include retail, commercial property, transport and local government.

Commenting on the move, Smart Parking’s Chief Operating Officer Charlie Leaper said that Jim’s appointment would help the company accelerate its commercial development.

“Jim’s understanding of our business proposition, and his commercial experience of our markets mean that we will be able to deliver more solutions to more clients more quickly. We’re very pleased to welcome him into the business.”

Jim said that he was delighted to be joining. “Smart Parking is one of the only large-scale, fully integrated providers of both managed operational services and solution-focused technology in the car parking market. The opportunity to present this unique offer to prospective clients and strategic partners is one that I’m really looking forward to taking in the months ahead.”

You can contact Jim now at jim.short@smartparking.com



Taking off-street car parking to the next level



Taking parking to the next level

Smart Parking has launched an updated version of Pay & Walk, our solution that removes the drawbacks associated with both Pay On Foot and Pay & Display.

Pay & Walk enables car park users to enter a barrier-less car park, pay, and walk away, with no need to return to their vehicles to display a ticket.

Our newly RFID-equipped **SmartEye** vehicle detection sensors, which have been re-designed to feature a virtually flat, anti-slip profile, detect as a parking space is occupied and vacated.

Once parked, drivers go to a **SmartMeter** pay station, input their bay number and pay for a unique, receipted parking session – preventing lost revenue as a result of ticket piggybacking in Pay &

Display car parks and barrier drive-throughs in Pay On Foot schemes. The **SmartMeter** pay station transmits space occupancy status and session payment confirmation, via our **SmartRep** software, to the car park's attendant. The attendant can then review all occupied bays and check, instantly and accurately, that each session is valid, and enforce infringements quickly and efficiently where they occur.

Pay & Walk can accommodate cash and card payments and a pay by phone option. It can also be configured to allow drivers to top up a parking session remotely, which delivers real user benefit flexibility, particularly if the facility is installed at a transport hub.

With **SmartEye** sensors now RFID equipped, RFID tag identification technology allows fuss-free Blue Badge parking, e-wallet interface encryption and cashless payment, and real-time flexibility, which provides the option of flexible parking space rules and times. Pay & Walk can also be configured to

add options including employee white lists, integration with retailer loyalty schemes and receipt-validated refunds where operators wish to offer this benefit.

Commenting, Smart Parking's Technology Sales Manager for Europe, Middle East and Africa Jim Short said Pay & Walk overcame the problems associated with existing approaches. "Pay & Display and Pay On Foot both deliver a compromised, frequently unwelcoming off-street car parking experience for drivers and both can be costly to maintain for operators", says Jim. "In contrast, Pay & Walk can make a significant difference to cost and revenue control while improving the quality of the car park user experience for drivers."

For more information on how Pay & Walk could help transform the performance of your off-street car parking facility, contact Jim Short at jim.short@smartparking.com

Smart Thinking case study: The Base Town Centre, Hamilton, New Zealand

With over 82,000m² of retail capacity, 185 stores, including 30 food outlets and more than 3,000 free car parking bays, The Base is New Zealand's largest shopping destination and one of the world's true hybrid retail spaces.



Jake Bezzant

Located in the north of Hamilton, an hour south of Auckland, New Zealand's largest city, The Base has rapidly become one of the country's busiest destinations, with annual visitors now exceeding 7.5 million. Its growing popularity underlines the importance of the efficient management of traffic flow and car parking for visitors, says The Base's Development Manager Bryan Perring. "The Base has set the standard in New Zealand for what a contemporary shopping and leisure experience should be all about", asserts Bryan. "It's our view that a key part of that overall

experience starts when a visitor drives into The Base. Our goal, therefore, was to assist visitors to find an available parking space quickly and efficiently. We wanted to incorporate leading edge, proven technology to help us achieve this aspiration."

After undertaking detailed due diligence of potential providers, The Base turned to us for a solution. "Our recommendation was to install **SmartGuide**", says Smart Parking's Commercial Manager for New Zealand, Jake Bezzant. "**SmartGuide** encompasses our **SmartEye** vehicle detection sensors – in this case a mix of overhead and in-ground – linked to an overhead indicator, which lights green or red, depending on whether that particular space is occupied. This is complemented by smart signage at every driver decision point that displays the number of free parks down every aisle. This means that on entering the car park, drivers can quickly and easily find a space, reducing time-to-park, saving customers money and ensuring traffic flows efficiently around The Base."

The success of the **SmartGuide** installation has now seen the system extended into all tenant staff car parks, with a 133-bay facility incorporating 133 in-ground **SmartEye** sensors and a 415 space tenant staff car park with signage informing staff how many space are free at entry points.

"From our viewpoint, **SmartGuide**, aligned with excellent support and insight from the Smart Parking team, has proved to be a very good investment", says Bryan. "It has all added to the customer experience, and it also means that visitors spend less time looking for a space to park and more time in The Base, which is really good news for our tenants."



The Base -
guiding drivers to available spaces

With extensive expansion plans for The Base in the pipeline, Bryan believes the importance of effective technology to manage car parking across the mall is likely to play an even bigger role going forward. "The Base will be expanding by over 45,000m2 of mixed use space in the next few years, and this will be complemented by the construction of a multi-level car park. Because the development involves us expanding across the major access way to The Base and alongside a national road - State Highway 1 - the need to incorporate further car parking management capability will be even more important. We will be seeking to include car counting to capture car movements in real time and link this into capacity signage, not only for the new car park but also across our existing facilities. It's our goal to ensure that The Base continues to be first choice for customers, and with support of partners like Smart Parking, it's an ambition that I am confident we will achieve."



Smart Parking - making parking at The Base easy

Thought Piece - Putting Consumers First



Gavin Mullen

Consumer-centric parking solutions that add value to the overall shopping experience are vitally important, says Gavin Mullen, Retail Business Development Manager for Smart Parking.

The fight for consumer loyalty grows more challenging. The recession, rising fuel prices and online all combine to create a tough commercial environment. That's why the focus must be on exceeding consumer expectations - including car parking.

Consumers are brand aware, technologically confident and willing to choose businesses that give a great service. They share their perceptions with friends and through social media. True consumer centricity is achieved when operational expertise, matched with leading edge equipment and applications, is tailored to anticipate the way customers want to park.

Best practice starts from the moment a car approaches the surrounding road network. Accurate guidance signage giving real-time updates and directions is a pre-requisite. The driver should then be helped to find a space quickly and easily. Systems featuring sensors that indicate whether a space is free or occupied reduce congestion and time-to-park.

This technology can collate space occupancy status to feed into guidance signs and alert enforcement should a car outstay a time limit. Equally vitally, the data produced represents a rich asset of management information, enabling sites to understand occupancy profiles and predict high demand periods.

Where consumers pay for parking, the challenge is to manage access and enforce contraventions fairly, while reducing drawbacks associated with charging.

The good news is that technology allowing a driver to enter a barrier-less car park, pay via cash, card or by phone, then walk away without displaying a ticket is now available through businesses like Smart Parking. RFID tag identification incorporated within the sensor can also be integrated with loyalty schemes to deliver added value options. These could include fuss-free Blue Badge parking and receipt-validated refunds where a location wishes to offer this benefit.

In these scenarios, compliance and enforcement is discreet and consistent. The system's pay station transmits space occupancy information and parking session payment confirmation to the parking attendant's handheld, who can then review all occupied bays and check that each car is parked legitimately, and enforce infringements quickly and efficiently where they occur.

This solution, and others that incorporate number plate recognition, enables site owners to overcome the problems associated with traditional Pay On Foot and Pay & Display - both of which can deliver a compromised user experience.

By matching parking technology with customer-centric operational management, owners can give themselves a real advantage in the ongoing challenge to secure consumer loyalty and advocacy.

For more information on how Smart Parking can assist you to transform consumers' parking experience, contact Gavin Mullen - gavin.mullen@smartparking.com

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