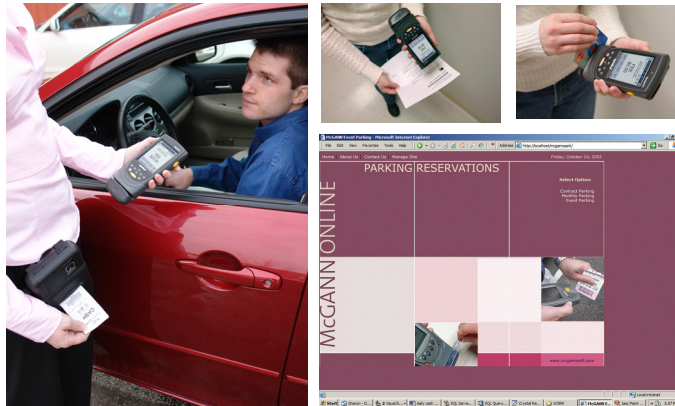


Event Parking in Real-Time



Traditionally when you think of Event Parking you think of cash and an apron. The need to provide fast access for event parkers has made it almost impossible to secure revenue and tighten audit methods, without excessive layers of management both in the field and the back-office until now!

New innovative approaches to event parking reduce cash handling in the lane with both *prepaid and credit card* to speed throughput and provide secure revenue management. Utilizing proven wireless mobile technology provides up-to-the-minute count statistics and revenue reporting to manage in real-time.

Benefits of automation include reducing cash handling to minimize financial loss and shrinkage. Alternative payment methods such as prepaid ticket sales, in-lane credit card payment, debit card, specialty payment card and VIP-arranged parking look-up, will reduce queuing and facilitate a better overall parking experience.

Using *real-time* two-way communications supports sending and receiving messages such as prearranged parking, request cash, relief break notification, bulletins, and instructions to keep employees in the know.

Just as you buy your airline ticket on-line and print your boarding pass at home, *a web utility now allows individuals to purchase and reserve parking on-line*. Using a standard browser, on-line sales allow patrons to purchase and print their "parking ticket" from the comfort of their home, just like the airline-boarding pass. Ticketing agencies can pre-sell "parking ticket" with the actual event ticket with seamless integration. All "parking ticket" prepaid sales are communicated real-time to server and mobile in-lane device for fast and efficient processing.

- Fast processing of transactions - minimizes queuing
- Improved public relations and customer service
- Reduce cash handling in lanes – credit card and prepaid transactions
- Proven wireless mobile handheld and portable printers
- Staffing reductions with unattended express lanes
- Integrate real-time vehicle counts and directional sign control
- Cost effective installation options – fiber, wireless, solar power
- Improve cashier monitoring and accountability
- Statistical reporting improves efficiencies, staffing and planning
- Integrate with third-party providers – food service, ticketing, etc.