Intelligent parking. On so many levels.

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A member of the TKH Group

Park Assist is proud to be an active member of The Green Parking Council — a national 501(c)(3) organization providing leadership and oversight for the green conversion of parking facilities to sustainable, environmentally responsible assets.

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Extending our platform to heighten performance and profitability.

What really sets Park Assist apart from the competition are the powerful software extensions we continue to create – to transform the information we capture into meaningful insights.

The result is a sophisticated suite of next-generation APIs that enable facility operators and managers to keep a finger on the pulse of what’s going on, across a facility or multiple facilities.

**A software-driven and fully scalable solution.**

There is no need to replace hardware in order to expand or upgrade a Park Assist system. From the outset, the flexibility of our software suite enables us to devise an optimal package of features for each individual site. A wide range of software extensions can also be integrated as your needs evolve – from our existing and continually expanding portfolio of readily available API modules.
Our advanced-tech Find Your Car™ locator utilizing:

- License Plate Recognition (LPR) technology
- Parking ticket recognition via PARCS and other revenue systems
- Self-search via touchscreen kiosks and smartphone apps
- Next-gen directions for walking, open spaces and driverless cars

PROBLEM:
Parkers frequently misplace their vehicles in a garage or lot. In a recent survey by Insurance.com, 52% of parkers admitted instances of forgetting where they parked.* At best, the parker is anxious. At worst, the parker becomes anguished at the thought it may have been stolen.

SOLUTION:
With our Find Your Car™ locator feature, the parker simply enters the number for a license plate, user account or parking ticket – or scans a barcode – at a touchscreen kiosk or on a smartphone app. In seconds, the core system scours a database of currently parked vehicles, which were identified through our integrated License Plate Recognition (LPR) when they entered a space. Another way to access this locator feature is by inserting or scanning a ticket at a Park Finder™-enabled pay station for a PARCS or other revenue control system.

BENEFITS:
- Parker sees the exact location of the vehicle on a digital map
- A breakthrough customer-service differentiator for parking facilities in competitive markets
- Superior parking experience can often justify premium pricing
- Future-proof API with step-by-step walking directions, smart-dashboard guidance to empty or reserved spaces, readiness for driverless cars
- Helps to enhance brand image, generate positive word-of-mouth and encourage repeat visits

An invaluable ally for creating revenue opportunities:

- Designate spaces for premium and conditional pricing
- No need for expensive gate systems or loss of spaces
- Easy integration with PARCS and other revenue systems
- Detailed rate history data for fine-grain analysis

PROBLEM:
Many parkers arrive daily who would gladly pay a premium for one of the more desirable spaces in a facility. But up to now, the introduction of premium and conditional pricing required the addition of expensive gate systems, the loss of valuable spaces to accommodate this equipment, and dedicated physical areas.

SOLUTION:
With a Park Assist camera based smart-sensor system using integrated License Plate Recognition (LPR), the addition of Park SelectRate is all that’s needed. The intuitive dashboard is used to mark premium spaces. A color-coded LED on the smart-sensor attracts non-price-sensitive parkers to those spaces. Vehicle ID and location data is fed to the revenue management system – which already knows the rate to apply.

BENEFITS:
- Provides a superior customer experience for elite visitors
- Can also be used for short-stay zones for high turnover areas
- Enables variable parking rates for particular spaces and zones
- Operator can add, change, assign and delete rates – and adjust smart-sensor LED colors – as needed
- No need to designate physical areas or install gate equipment

* Insurance.com 2014 survey of 2,000 drivers on Biggest Driving Embarrassments.
Expanded security from a unique vantage point:
- Smart-sensors above the driving lane monitor the area in and around the space
- Streaming surveillance video captured when motion detected, or continuously if desired
- Added security that would otherwise be cost-prohibitive

PROBLEM:
Traditional security systems do not cover the area in and around the parking spaces themselves. But this is where many undesirable events take place. The problem is, it would be cost-prohibitive to install hundreds of cameras just for surveillance. So due to cost and logistics, coverage is typically limited to common areas and entry/exit points.

SOLUTION:
Our camera based smart-sensors, perched above the driving lane, have an unobstructed view of the parking spaces. The addition of Park Surveillance enables our system to capture streaming surveillance video whenever motion is detected. Or continuously, if desired. It's a cost-effective solution that manages risk for facility owners. While providing customers with peace-of-mind.

BENEFITS:
- A welcome level of expanded surveillance for a security-conscious era
- Helps deter the intrusion of unwelcome visitors
- Helps protect owners against fraudulent theft/vandalism claims
- Can assure parkers their vehicles are being monitored
- Gives customers an added sense of safety and security

Interfaces with third-party apps to offer reserved parking:
- Accepts detailed reservations from any number of third-party systems
- Drivers can make reservations by zone, bay type or rate
- Automated verification and management through integrated License Plate Recognition (LPR)
- API integrates easily with PARCS/revenue systems and standards-based apps

PROBLEM:
Viable smartphone apps already exist for pre-paid parking and reservations. However, the typical ultrasonic or low-tech parking facility isn’t adequately equipped to complete the loop in a streamlined and profitable way. Special areas must be predesignated for reserved parking. It is also difficult to monitor and manage nonconforming events such as no-shows, overbooking and overstays.

SOLUTION:
With the Park Reserve software extension, a Park Assist camera based smart-sensor system becomes a highly efficient and profitable conduit for accepting reservations from any number of pay-for-parking apps. From a customer perspective, Park Reserve takes the uncertainty out of parking – ensuring that a specific type of space will be reserved, in a specific parking facility, for a pre-determined timeframe.

BENEFITS:
- Integrated License Plate Recognition (LPR) technology used to validate reservations
- LPR also used to identify unauthorized parkers in reserved areas and trigger automatic alerts
- Smart-sensor cameras know exactly when a parker arrives and departs – and can send immediate overstay alerts to the PARCS/revenue system
- Parameters can be set to limit percentage of reserved spaces to avoid overbooking – or open up new bays for reservations based on demand
Policy enforcement and user-group control without fixed barriers:

- License Plate Recognition (LPR) used to apply parking rules (i.e. for employee parking)
- Automatic email alerts for policy violations
- System alerts guard against unwanted behaviors
- Recognize and reward VIP/repeat customers

SOLUTION:
Tapping into the integrated License Plate Recognition (LPR) built into our camera based system, our Park Alerts software extension enables you to specify policies and rules for selected bays, zones or license plates. These policies and rules then generate automated alerts, bringing important events to your immediate attention. These alerts may signal the need for enforcement. On the other hand, alerts can enhance your ability to recognize and reward important customers/visitors.

BENEFITS:
- Keep employees from taking up spaces meant for customers
- Alert police about the presence of a blacklisted threat vehicle
- Prevent non-customers from continually accessing free or low-rate parking
- Regulate overstays quickly and more effectively
- Create whitelists of VIP/repeat customers for elite service and special promotions

A robust reporting portal with embedded business intelligence:

- Augments your current data flow with parking facility tracking/analysis
- Aggregates robust relational data from multiple sources for detailed and actionable intelligence
- Powerful API is easily assimilated into third-party platforms for maximized insight into visitor trends and behaviors

SOLUTION:
Park Insights empowers your current tracking/analysis platform to access the actionable intelligence gathered by our revolutionary camera based smart-sensor system. This continuously-updated portal features a powerful and intuitive reporting GUI to access detailed data on parker trends and behaviors in a facility. Easily integrated with your current data for comprehensive analysis of behaviors and preferences, this data can also be customized and fine-tuned to meet the needs of specific staff members.

BENEFITS:
- Use intuitive live heatmaps to show the most heavily utilized zones and levels
- Allocate/schedule staff more efficiently based on actual usage and peak occupancy
- Track visitor behavior and trends, from the moment visitors enter the parking facility to the time they leave
- Use trend/behavior data to identify opportunities for process or customer-service improvements
- Share custom reports, charts and graphs that can be fine-tuned to display a wide range of macro and micro parameters

PROBLEM:
There are a variety of reasons you’d want to know certain vehicles are in your facility and/or occupying certain spaces. You could want to monitor employee parking or overstay violations. Or to be alerted when a known threat vehicle has pulled in. Or simply to be aware when a VIP customer has returned for another visit. Without an automated system, this is next to impossible.

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Tapping into the integrated License Plate Recognition (LPR) built into our camera based system, our Park Alerts software extension enables you to specify policies and rules for selected bays, zones or license plates. These policies and rules then generate automated alerts, bringing important events to your immediate attention. These alerts may signal the need for enforcement. On the other hand, alerts can enhance your ability to recognize and reward important customers/visitors.

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PROBLEM:
Ultrasonic guidance systems can only keep track of occupied and unoccupied spaces. However, today’s parking facility operators need access to a wealth of data and insights on the behaviors, preferences and usage patterns that drive their business. This is key to the ability to maximize revenue, reduce expenses and streamline operations.

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Unified cloud-based management for multiple parking sites:
- Manage a portfolio of sites from a unified control platform
- Provide capabilities to all properties that add value to the entire portfolio
- Seamless integration with PARCS/revenue systems and third-party platforms
- Leverage consolidated data and insights from across your portfolio

**PROBLEM:**
The degree of facility-wide control offered by traditional ultrasonic guidance systems is about as limited as their functionality. Parking facility operators need a robust central control capability to enable them to configure fixed and conditional parameters – while giving them the ability to fine-tune on the fly.

**SOLUTION:**
As comprehensive and flexible as the Park Assist system itself, our Park Command module is a powerful cloud-enabled portal for the configuration of operations parameters across a facility or a network of facilities. Equipping users with an intuitive browser-based dashboard, Park Command provides multiple user groups with the ability to quickly adjust system parameters – helping to leverage the stream of actionable intelligence supplied by the Park Insights reporting platform.

**BENEFITS:**
- Master configuration of bay groups, bay types and specified zones
- Adjustment of multiple parameters, including guidance LED colors, for individual smart-sensors or groups of sensors
- Parameters and permissions for designated user groups such as managers, attendants and data analysts
- The ability to build complex conditional rules to adjust LED colors and wayfinding signs according to percentage of occupancy, time of day, etc.

**PROBLEM:**
Owners of large parking-site portfolios are always looking for ways to benefit from increased economies of scale. But they’re often challenged by existing management/analysis technology at individual properties. These disparate, often outdated systems make it difficult to apply macro management techniques and share new capabilities across the portfolio.

**SOLUTION:**
Developed to help Park Assist clients with large portfolios of parking facilities, Park Portfolio is an API that empowers cohesive cloud-based management of individual sites that are already using our Park Insights reporting feature. Park Portfolio serves as a unifying application that aggregates the combined actionable intelligence from multiple APIs.

**BENEFITS:**
- Access and leverage a robust body of data and insights from across an entire portfolio
- Apply a set of standard rules, alerts and more for all sites or selected sites
- Manage/limit which sites are visible to specific groups of end-users
- The ability to develop a single branded parking app that can be used across all properties in a portfolio (i.e. for a family of retail shopping centers)
Sharing the core intelligence of our platform: Empowering partnerships with third-party providers.

Park Assist regularly collaborates with third-party solution providers to create mutually beneficial relationships. Whether you’re a revenue control provider, mobile app developer, wayfinding kiosk manufacturer – or a supplier of other parking services – the resulting synergy can be a powerful tool for both business development and product advancement.

Our guidance-and-beyond solutions, driven by secure APIs and License Plate Recognition (LPR) technology, are designed to seamlessly integrate with existing or planned installations of PARCS and other revenue management systems. With the ability to quickly scope out a field-proven solution at the RFP stage, Park Assist also provides documentation and advice throughout the development process to ensure a successful outcome.

Instant sharing of parking availability data. For a universe of systems and devices.

Across a variety of industries, there is growing demand for intelligent parking solutions for guidance, revenue and control. The data gathered by our camera based smart-sensors is enriched with the embedded business intelligence of both our core system and our proprietary suite of software extensions. In turn, our technology platform provides advanced APIs to readily share the benefits of this data across a variety of channels – including digital signage, snippet/widget embeds on a webpage, and mobile apps for smartphones and tablets.

Contact us to begin a dialogue.

We always welcome the opportunity to discuss partnering opportunities with forward thinking third-party providers serving the parking industry. Call Park Assist at +1 877 899 PARK (7275) or email us at info@parkassist.com.
A next-generation technology platform: Always ready for the next plateau.

Empowered by our proprietary portfolio of intelligent software solutions, a Park Assist camera based smart-sensor system has the core business intelligence to deliver new revenue opportunities. Operational efficiencies to streamline costs. Extended levels of security and surveillance. Along with an unparalleled end-to-end parker experience.

At Park Assist, business intelligence is more than a concept. Parking technology is about far more than guidance. And we’re always looking for new ways to extend the functionality of our ever-evolving suite of API-driven applications.

For more information about any of the software extensions detailed in this brochure, call Park Assist at +1 877 899 PARK (7275) or email us at info@parkassist.com.