



# Cleverciti<sup>®</sup>

Smart Parking  
for Smart Spaces

Airports

[www.cleverciti.com](http://www.cleverciti.com)



# Airports

## Maximize Revenue with Extraordinary Parking Experiences

Parking is a major revenue source for most airports and is often the largest profit center after aviation. Increasing global airline passenger volume directly increases this parking demand. As the first and last touch point of many passengers' journey, it is crucial to offer the best possible parking experience. A poor parking experience adds unnecessary stress & frustration and can lead to missed flights.

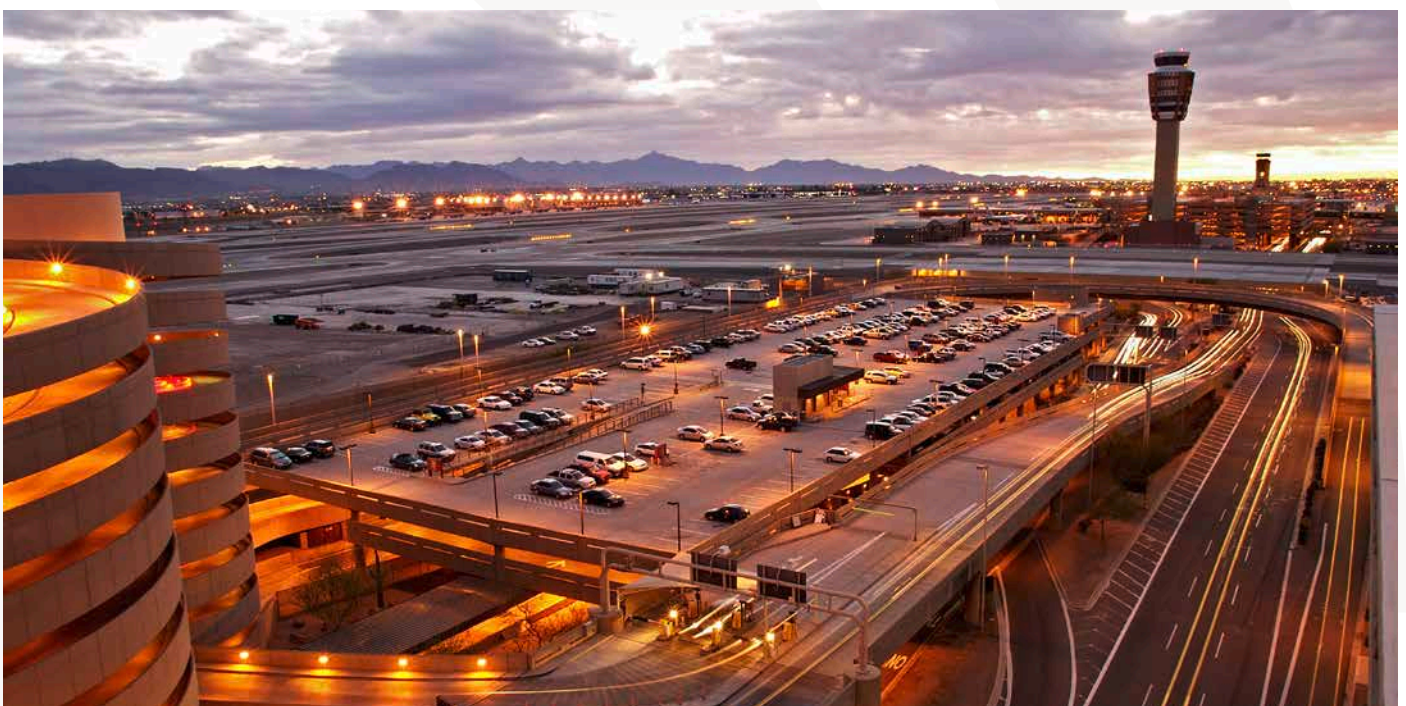
Airport car parks are operating close to capacity for much of the year and current wayfinding and guidance in surface lots

is usually manual (if it exists at all); airport staff place signage to guide customers to available zones and spaces. Locating these available spaces by airport staff is difficult, time consuming and an inefficient allocation of valuable human resources.

When it is difficult for a passenger to find a space, customer loyalty is impacted and terminal dwell time is reduced resulting in lost retail revenue. Furthermore, airport parking has become highly competitive with many airports facing pressure from off-airport parking vendors offering

value-added services from valet to car washing. Airports are well-positioned to compete by offering the most convenient option - but without accurate wayfinding this is nearly impossible.

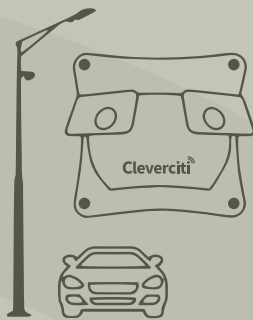
Intelligent parking management can turn real-time occupancy data into decision-making information. Cleverciti's technology does just that by tracking real-time availability of spaces and providing wayfinding services to guide the passenger to the most convenient available space.





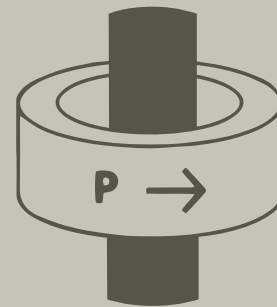
# The Cleverciti Solution

## ClevercitiSensor<sup>®</sup>



**ClevercitiSensors** monitor and analyze each parking space by measuring the exact GPS coordinates of the vehicle and exact size of the space from a strategic mounting point above the space. Each **ClevercitiSensor** can detect up to 100 spaces depending on the height it is mounted to a lamppost or building. From this point the sensors can detect in real time if the space is free/occupied and an accurate length of stay.

## ClevercitiCirc360<sup>®</sup>



The **Circ360** revolutionizes wayfinding in car parks by delivering real time occupancy data locally. Wrapped around lampposts, these displays provide a visual cue to drivers looking for spaces, getting vehicles into free spaces faster and more efficiently in large open car parks.

## Use Cases

### Public Car Parks



ClevercitiCirc360 guides visitors to the closest available spaces at every turn, ensuring a seamless and efficient arrival experience. The Circ360 can also display critical alerts or advertising messages, creating a new revenue stream.

### Drop-Off Areas



Avoid bottlenecks in drop-off zones by guiding drivers to free spaces, especially those that are out of sight of the entrance. Ensure safety of the airport by receiving real-time violation alerts for overstays, configurable by minute.

### VIP or Staff Car Parks



Leverage the ClevercitiCard as a digital permit, allowing for access control and precise space availability data in indoor or outdoor environments with limited infrastructure investment. The card sits in the vehicle's windshield and gives the parking operator exact position, occupancy, and identification data.

# Data to optimize your parking

**Gain new Levels of intelligence**

With the addition of Cleverciti's smart parking system, an airport can:

- 📶 Dramatically improve passenger satisfaction (immediately find an available space)
- 📶 Grow revenues (retain on-airport parking business and paid sponsorships on signage)
- 📶 Ensure safety of drop-off zones (real-time notification of overstay violations)
- 📶 Reduce CO2 emissions (significant reduction in miles driven)

Airports using Cleverciti are now able to effectively manage their diverse inventory of parking assets, with a future-proof intelligent parking system.

Cleverciti Systems is the leader in comprehensive, intelligent solutions for parking detection, monitoring and guidance. Cleverciti provides organizations with a powerful solution that enhances convenience, builds loyalty and boosts engagement, allowing customers to maximize ROI and streamline the parking experience.

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| 📶 Winner Innovation Award 'Deloitte Fast 50' | 📶 German American Business "Excellence in Innovation" award |
| 📶 Winner Digital Innovation Award            | 📶 Gulf Traffic Award, Dubai                                 |
| 📶 Winner Fast Mobility Category              | 📶 EcoAward 2017, Bronze Medal                               |
| 📶 Finalist Energy Awards 2016                | 📶 Winner German Accelerator                                 |
| 📶 Finalist Best New Parking Product          | 📶 Finalist Parking Industry Awards, Sydney 2017             |

