



# Cleverciti<sup>®</sup>

Smart Parking  
for Smart Spaces

Stadiums and venues

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



# Stadiums and venues

## Optimize your parking operations

The introduction of the Internet of Things (IoT) and intelligent sensors has delivered an array of data into the hands of modern-day businesses. However, today's biggest challenge is turning that information into relevant and usable information that can be leveraged to enhance operations. All facets of business – from marketing and security to manufacturing and parking – can benefit from the promise of converged data.

Let's face it, parking can be complicated. The more events you have in your facility, the more people there are trying to achieve the same task at the same time: parking. As a venue, you are aware that there are enough spaces, but the challenge is informing visitors and guiding them quickly and seamlessly into these spaces.

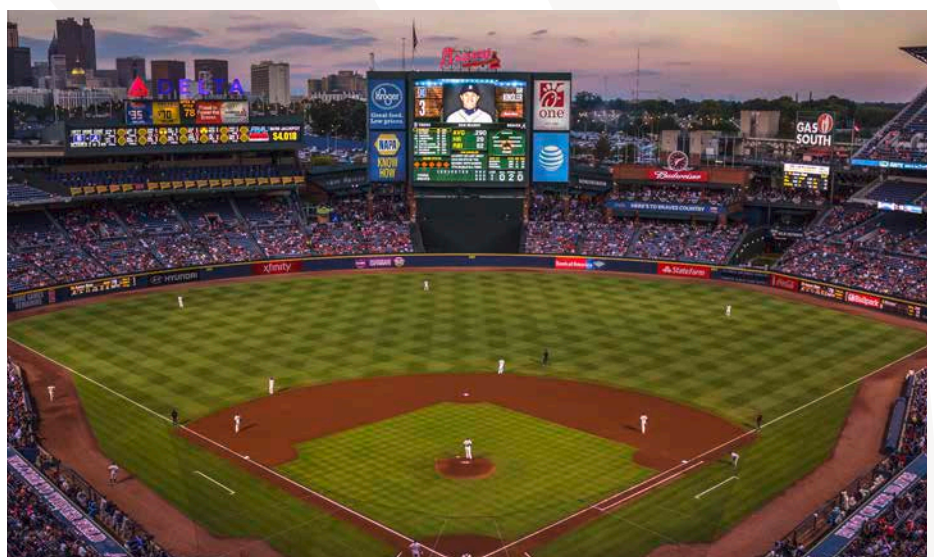
The problem lies in the way that these spaces are typically managed. Drivers are often left frustrated after spending too much time searching for a spot, often due to the lack of real-time awareness and guidance of where spaces are actually available. By bouncing between lots that are unknowingly full, visitors may choose to park illegally or leave your venue altogether, resulting in lost revenue and unhappy customers.

The solution lies in a comprehensive software platform designed to meet the specific needs of outdoor parking areas. Cleverciti intelligent parking solutions are designed to help you gain access to insightful data that will optimize your parking operations and create an effortless experience for drivers to locate parking. Cleverciti is the first step in ensuring a seamless and hassle-free event experience for your visitors.

As a leader in intelligent parking solutions, the ClevercitiSensor captures valuable data that can be used to increase the flexibility, efficiency and availability of parking

in a wide variety of venue environments. It provides organizations with a robust and highly reliable solution that enhances convenience, builds loyalty and boosts engagement, allowing venues to maximize ROI and streamline the parking experience. End-to-end solutions are designed to strengthen parking detection, improve guidance and enhance communication.

Cleverciti seeks to help organizations reduce traffic and emissions, while increasing revenue. With Cleverciti, drivers enjoy a smooth, stress-free parking experience.





# Easier, faster parking operations

Get your guests to their event with time to spare. Cleverciti technology utilizes the interconnectivity and innovation of the IoT to eliminate parking challenges at stadiums, arenas and concert halls. **Cleverciti enables users to:**

- 📶 Enhance the guest experience
- 📶 Reduce traffic and emissions
- 📶 Ease the entry and exit process
- 📶 Grow revenue
- 📶 Maximize use of outdoor parking areas
- 📶 Enhance communication with visual displays
- 📶 Access intelligent data on peak parking times and driver habits

**Cleverciti's smart parking solutions** are the first step in ensuring a seamless and hassle-free parking experience for your patrons. Our technology guides drivers to the closest open parking spaces, reducing the complexity and stress of the parking experience. Instead of searching for a space, drivers gain immediate access to your event venue or stadium. Furthermore, ClevercitiCirc360 delivers not only parking guidance but an opportunity to engage with your visitors by delivering communications and messaging on high-visibility LED signage.

## Use Cases

### Event Parking Guidance



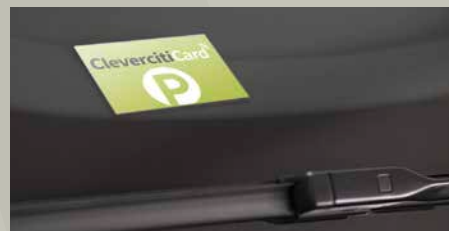
Ensure attendees have immediate access to the lots they have paid for. Make it easier for drivers to navigate entry and exit to your facility. Cleverciti smart parking solutions enable you to ensure they get to their event early, rather than sitting in traffic.

### Advertising & Announcements



Leverage the communication power of CIRC360 to deliver advertising messages to your customers, engaging them while they are most open to messaging. You can direct them to specific restaurants and provide promos, engaging them before they enter the facility.

### Credential for VIPs



Cleverciti is a valuable tool that collects parking data to enhance staffing or gain budget for new facilities. By leveraging the power of advanced intelligence, you can learn where you can leverage your parking areas to best support your organization's goals.

# Data to optimize your parking

Gain new Levels of intelligence

Cleverciti provides a powerful combination: precise parking data and instant local guidance in a single solution. Intelligent sensors are easily installed on existing infrastructure to reduce downtime and closures. The ClevercitiCockpit analyzes data with sophisticated analytics to help you identify the precise data needed to best manage your parking operations and your organization.

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.

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

