



Reinventing the parking experience

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“ We chose Smart Parking as it was clear they had the best overall pricing and technology base. Their responsiveness before, during and after the installation was excellent, and I would happily recommend their system and service.

Wayne Stiven
Technology Manager
Queenstown International Airport

About Smart Parking



Smart Parking Limited is a pioneering technology innovator and services company in the parking industry.

With offices in Australia, New Zealand and the UK, along with a rapidly growing global network of expert partners, our aim is to bring our intelligent parking sensors and integrated smart parking services to the world.

Each year, we install tens of thousands of sensors in a range of environments including shopping centres, supermarkets, airports, commercial parking sites, universities and large scale municipal street environments.

To date, our advanced real-time vehicle parking sensor solution, known as SmartPark, has been adopted in 17 countries.

Alongside the technology products division, our managed services division operates and manages thousands of car park spaces across the UK using complementary Automatic Number Plate Recognition/License Plate Recognition (ANPR/LPR) technology. This can be used as a single solution or with the option to be combined with Pay & Display or integrated with sensing technology.

Smart Parking Limited has been an Australian Securities Exchange (ASX:SPZ) publicly listed company since early 2011.

The future is smart cities

The influence of digital smart cities is changing the experience of consumers and setting expectations that shape demand for parking services.



Modern technology innovation has brought advanced parking information to smartphones and rich information to smart cities, offering greater convenience for motorists and car parking operators alike.

As our global population in urban areas reaches four billion, smart parking solutions have a major role to play in bringing about improvements in convenience, congestion, urban mobility, lower costs, and the delivery of practical information and intelligence.

Smart Parking's solutions meet the stringent parking business challenges of today's comprehensive on-street and off-street requirements whilst creating technology innovations that will help to shape the future of the parking industry and smart cities.

A new era in parking

Smart Parking sensing technology is leading the way in the delivery of proven, fully integrated, end-to-end solutions, resulting in a transformation of the complete parking experience.

Ongoing exclusive innovations add to our capability and reinforce our market-leading position. These range from the sensing of in-progress parking events through to the live collection of these events within our cloud processing and analysis platform, SmartCloud, via flexible connectivity and networking infrastructure products.

The adoption of Smart Parking technology equips operators with the ability to deliver a wide range of additional services such as public broadband, safety video surveillance, air quality and lighting control more efficiently, with new intelligent networks and greater automation via the SmartSpot network gateway products.

Our smart solution

Smart Parking's SmartPark system is a complete, end-to-end solution that pairs a network of sensors, feature displays and live gateways with a powerful and intuitive web-based platform.

Infinitely scalable, the beauty of our system lies in the user-friendly dashboard which enables customers to manage and analyse events and information, as well as allowing users to identify trends and interpret data.

SmartCloud

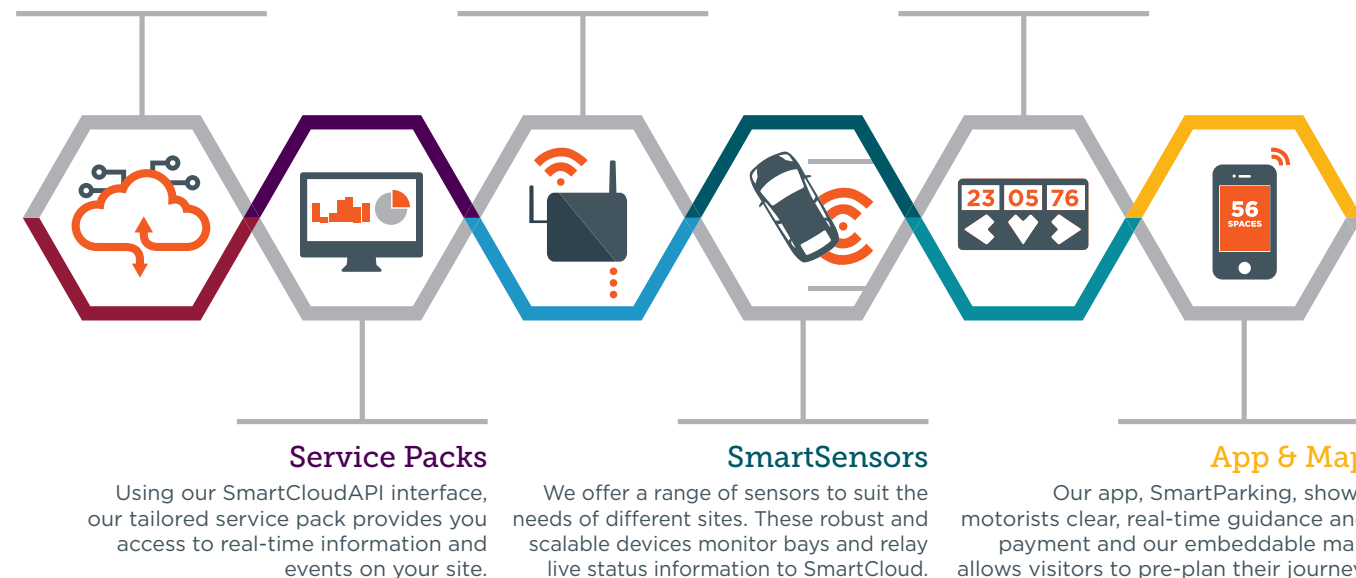
Developed in-house, SmartCloud is our sophisticated, powerful and innovative web-based service platform that gathers and processes information.

SmartSpots

These provide an IoT gateway in a single unit, allowing hundreds of different devices to connect and providing areas of open connectivity called SmartZones.

SmartSigns

These display real-time information around space availability and car park capacity, as well as providing directions to encourage traffic flow.



The SmartPark system

Smart Parking's SmartPark system fully integrates parking, guidance, payment and analytics as well as a host of other complementary services and options. This makes the complete SmartPark solution truly a sum of its parts, and an industry leader in the technology and parking sector.

SmartCloud

Smart Parking's real-time, global scale, intelligent IoT services platform enables sophisticated and flexible services to be created using open web interfaces.

SmartCloud is our innovative, overarching service platform that gathers data from hundreds of thousands of installed sensors and devices, and, in turn, processes this information into valuable, real-time reporting and events.

It is programmed to process millions of interactions with vast networks of sensors and information equipment, as well as interconnection to other software or service systems – serving real world solutions to millions of users across the globe.

As well as allowing secure remote device and firmware management, SmartCloud allows users to efficiently deploy widespread updates to their entire network of devices.

The SmartCloud service platform is constructed using leading web technologies, allowing us to provide secure universal access via standard web browsers.

SmartCloudAPI

We put the power of information into your hands using our back-end interface we call SmartCloudAPI, which we deliver as a fully hosted service pack.

Smart Parking's SmartCloudAPI opens up a world of possibilities by fully integrating our SmartCloud platform with your assets, providing access to real-time information and events happening on your site.

It is also a powerful open foundation for the future, offering a range of integration mechanics for contractors. These include independent software vendors, mobile app developers and new classes of highly linked service applications, as well as dynamic, information driven websites and general data integration requirements.

Our SmartPark system is delivered as a hosted services pack. Our in-house research and development team are constantly developing new service pack offerings to integrate into SmartPark, and due to the open nature of the platform we can also allow outside developers to integrate with our system.



Transport for London and Smart Parking have had a very good working relationship over the last few years. Smart Parking have undertaken a large number of installations across the TfL car park portfolio. This has been carried out both efficiently and effectively, enabling TfL to be able to provide an enhanced parking experience to our customers. The service provided by Smart Parking has been very high, has been delivered with a proactive attitude and performed exceedingly well against contractual obligations and deliverables.



Steve Lewis
Senior Category Manager | Transport for London

While the true brains behind our SmartPark system is SmartCloud and its API suite, no system is complete without the myriad of sensors, gateways, apps and devices that both gather data and display information. Smart Parking takes pride in ensuring all our componentry is made to cutting edge specifications from quality materials, and is installed and maintained using best practice standards.

SmartParking app

We have developed an app - SmartParking - that harnesses the power of SmartCloud to show real-time location and guidance information from each site our sensors and devices are installed in.

The app also includes a payment function, with handy, interactive features that alert people when their paid time is running low, allowing them to top up remotely.

If your requirements include an app tailored to your site and brand, we can then work with you to customise the guidance and payment app for your individual specifications.

SmartMap

Parking is often the first and last thing a customer experiences when visiting cities and businesses. By showing them via your website the available parking choices and relative occupancy levels at your location we inspire confidence in a seamless visit.

Our user-friendly, embeddable SmartMap does this by providing motorists with a real-time map visualisation of your parking site. Information can include occupancy levels as well as full details of parking options including prices, times and restrictions.

It uses intelligent data gathered through vehicle detection sensors, which is then processed by SmartCloud to be fed into your website and own mobile or desktop application.

Cities are further able to leverage additional value from SmartMap by allowing local businesses, facilities and government organisations to take advantage of this source of information by embedding the map onto their own websites.



SmartSpot gateway and SmartZones

Every time we deploy our SmartPark system at a site we install multiple SmartSpot units, each of which remotely picks up individual bay status from a set cluster of sensors, relaying this information directly into SmartCloud.

These SmartSpot gateways are powerful and scalable smart city building blocks that provide a common IoT gateway in a single unit. These flexible gateway platforms create areas of open connectivity that we call SmartZones. SmartZones make obsolete the growing issue emerging in cities where operators are faced with a multitude of costly and isolated communication devices installed within the city street environments.

Once a SmartPark system is installed, city operators have a compatible unit with the ability for other services such as lighting, public WiFi, surveillance and more to be connected at a later date. It also means less hardware cluttering up city streets, and a more streamlined way of managing a raft of smart city services.

Our SmartSpot Omni models offer wider options for connectivity including Ethernet/Fibre Optic, WiFi, as well as wireless sensors.



Our SmartSpot Lite models are focused on wireless sensor connectivity and are perfect for use in areas where interconnectivity with outside devices is not required.

SmartDevices

All of Smart Parking's systems are based around a modular approach so we're able to offer bay monitoring, car counting systems, fixed and mobile automatic number plate recognition (ANPR), guidance signage and more to a wide range of large-scale sites.

SmartSensors

Smart Parking's unassuming yet highly innovative in-ground sensors monitor individual parking spaces and relay occupancy status to our SmartSpot gateways, which in turn send this live status information to the SmartCloud platform, allowing real-time information of parking events to be viewed on multiple devices.

We ensure that each sensor meets our rigorous functional requirements before installation, meaning they can operate under a wide range of operational environments with high accuracy, and we can tailor sensor behaviour to individual parking space requirements.



SmartOHI

The Smart Parking overhead indicator system is a simple, cost-efficient and highly effective off-street parking management system.

This system transforms the multi-storey parking experience for drivers by providing high-visibility, colour coded LED overhead guidance indicators that are dynamically controlled by your SmartPark business rules, allowing users to see the availability of entire rows of parking bays at a glance.

Each and every bay relays live status to SmartCloud, which in turn is able to channel this information into guidance and capacity signs as well as reporting and analytics of the entire car park.



If you are interested in finding out more about our SmartPark system, or would like to view a demo, please contact us at one of the numbers on the reverse of this brochure.

SmartANPR/LPR

Smart Parking's automatic number plate recognition (ANPR) / license plate recognition (LPR) parking system is a simple, efficient and cost-effective way of off-street car park management.

Cameras placed at entry and exit points take a timed photo of the number plate of each vehicle entering and exiting the premises. Customers then simply pay and walk, using their license plate as identification. We can also configure sites to have validated parking which can include permit only, staff only, free limited time parking and definable grace periods, to name a few.

As with our other solutions, SmartANPR/LPR work with the SmartCloud platform to deliver occupancy, stay rates and enforcement efficiency reporting for car park management and future planning.



SmartSigns

Our variable message signs display real-time space availability and direction to available bays, meaning traffic flow and space is optimised within a car park.

The real-time status of each bay is transmitted from the sensor to the SmartCloud platform, which in turn updates the variable message signs using digital network communications. This informs drivers the number, type and location of available spaces, along with direction indicators to keep traffic flowing.

This signage can be placed anywhere within the car park as well as main entrances and on-street locations.



Smart car counters

Using either a smart loop controller or a car counter device we can offer sites that have defined entry and exit points a car counting service. This means that as well as seeing individual bay occupancy status, you can also monitor how many cars are currently maneuvering your site.

Reinventing the parking experience



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