



Smarter Parking Management from Smart Parking

Reinventing the parking experience

◆ smarparking.com

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I have witnessed first-hand the positive impact that a professionally managed technical parking system can have. The new system offers a flexible approach for our customers and it has increased the compliant revenue taken at the site. Further, and more importantly, the relationship we have with the Smart Parking team means that we can contact them at any time, should we have any issues.

James Parker
Operations Director
Fantasy Island

About Smart Parking



Smart Parking Limited is an award winning, pioneering technology innovator and services company in the parking industry.

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

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 & Walk or integrated with sensing technology.

Alongside our managed services division, our technology products division installs tens of thousands of sensors in a range of environments including shopping centres, supermarkets, airports, commercial parking sites, hospitals, 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.

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

Expert management services with measurable results

The implementation of a well-run car park results in increased compliance and fewer instances of unauthorised parking – meaning that valuable parking space is maximised for genuine visitors.

Smart Parking has over 20 years experience working in the parking management services arena. We manage over 400 car parks for some of the UK's leading site owners, and it's this client portfolio that makes Smart Parking one of the largest, most capable and most efficient operators.

Working closely with retail operators, property owners, management surveyors, facilities managers, NHS Trusts and education authorities, we maintain a strong focus on ensuring our tried and tested management and operations expertise delivers against the priorities that matter to our clients.

We appreciate that every site is different, with unique requirements. With this in mind, we conduct a thorough up-front analysis with the customer to identify the parking issues the estate experiences, followed by a detailed site survey. This collaborative approach allows us to recommend the best method of management and installation of the hardware that is deemed most fit for that site.

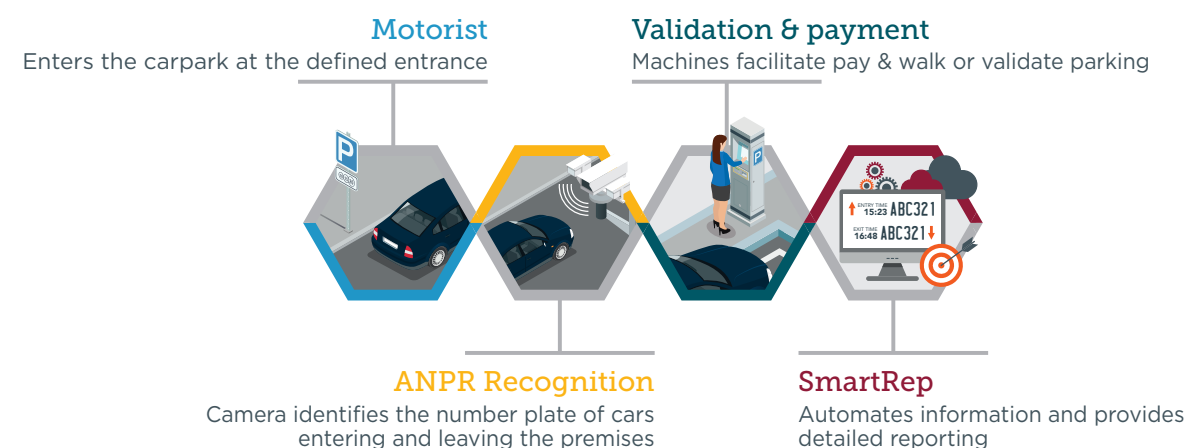
This is all underpinned by our Smart Parking Human Touch philosophy, and we recognise that personalised customer service is at the heart of our service commitment. All of our staff are highly trained, and we are proud to be able to offer the services of parking professionals at every level – from working locally in a car park, regionally to support day to day operations or nationally helping you develop your planning.



How Smart Parking manages your car park

After our site survey, our experts will recommend which hardware and system will be the best fit for both the car park characteristics and the retailer or land owner objectives.

We provide a combination of cutting edge hardware including ANPR camera technology, Pay & Walk machines, vehicle detection sensors and where required, mobile patrols.



We also do a thorough analysis around permit parking or concessionary scheme requirements. Smart Parking's system can cater for staff parking, maintenance workers, members of a gym or club, as well as motorists who have a disability or special requirements.

Smart Parking maintain and retain ownership of said hardware, meaning there are no up-front or ongoing costs for the customer. We also take the stress of monitoring and running the car park off the hands of the operator, quickly bringing order to haphazard parking sites at zero cost to the customer.

As well, we have a helpdesk team operating Monday-Thursday 9am-5pm and Friday 8am-4pm, and we provide a dedicated Account Manager to help facilitate both the installation process and ongoing relationship.

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After a reasonably disheartening experience with various parking agencies, we turned to Smart Parking to see if they could offer more than the incumbents we were using. From the get-go they were open and engaging, and their expertise and practical approach around suitable solutions for each unique site gave us renewed faith in the process. After 12 successful installs so far, I'm happy to say we enjoy a fantastic relationship with the team at Smart Parking, whose open, honest and transparent service approach have made the entire process a breeze. We can now offer customers a vastly superior parking experience, and look forward to continuing our partnership with Smart Parking well into the future.

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Jackie Tracey
New River REIT pty

Supporting a range of operators

Retail operators

It's Smart Parking's belief that your customers' shopping experience begins when they drive into your car park. We also recognise that their parking experience can influence how they perceive your brand.

- Management services that balance enforcement with compliance
- Cost effective technology solutions that bring measurable benefits
- Management support to develop your service and business potential
- Real time and flexible management reports so you can instantly assess performance
- A professional parking charge notice processing and appeals service

Property owners

Smart Parking is the natural partner for asset investment companies. By deploying best practice car park management and state-of-the-art technology, Smart Parking delivers cost-effective, sustainable growth in car park occupancy levels.

We put the choice in your hands:

- We can lease your car-parking asset from you, and because we will make it the preferred parking location in the area, it means we're able to pay you a market-leading rent
- Or, we can optimise revenue through the efficient management of your asset, employing technology where it's appropriate to do so to create long term value for all partners

Our package for asset investment companies includes:

- A real focus on meeting the needs of drivers to maximise revenue
- A proactive, dedicated client contact focused on developing business plans for your asset
- Comprehensive, best-in-class management reports so you can easily assess performance

Property & facility management providers

Smart Parking is ideally placed to meet the needs of management surveyors and facilities managers. By putting the management of your car park into Smart Parking's hands you'll benefit from our unique blend of parking management and contract services, parking technology development, and expert support. That's good news for your customers, good news for your tenants and good news for you.

- Comprehensive management services, asset management, technology advice and support
- Dedicated account management delivering a business plan for your asset and services
- Easy to understand management reports emailed directly to you
- Close working with security, tenants and other service areas to ensure efficient and effective service provision
- Professional customer service helpline and parking appeals processing services
- Excellent, professional track record in appeals processing

Smart Parking offers a comprehensive suite of car park monitoring equipment and services. After a thorough site survey and consultation with the client we determine which combination of equipment best suits the requirements of the individual site. Then, at no cost to the client, we install the equipment and have the site up and running and sending data to our overarching SmartRep management and reporting platform.

ANPR/LPR

Automatic number plate recognition (ANPR), also known as licence plate recognition (LPR), is quite simply a technology that reads vehicle registration plates. ANPR is widely used around the world by agencies such as the police force, traffic management facilities, toll agencies on pay-per-use roads, as well as parking management services.

Smart Parking's ANPR parking management system is a simple, efficient and cost-effective way of managing a private car park.

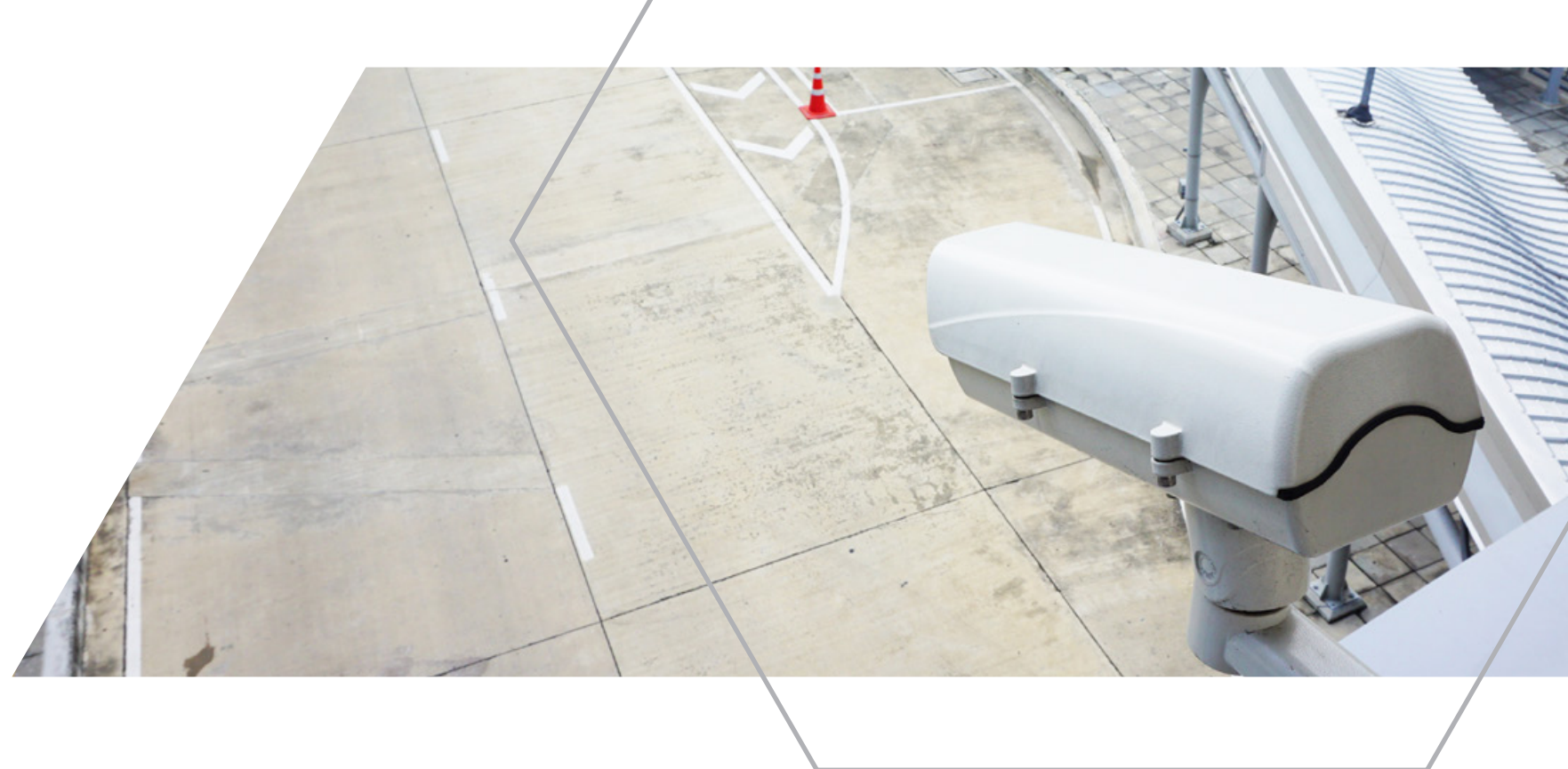
The technology is simple to install and is proven to be a reliable way to effectively operate control over parking spaces in settings such as supermarkets, shopping centres, gyms, business estates, hotels, public council-run land, and more.

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. By setting parameters and business rules to the system we can cater for requirements such as permit only, staff only, free limited time parking, set time parking, definable grace periods, zero tolerance and after business hours, to name a few.

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

Advantages of an ANPR system

- ✓ Reduction in average vehicle stay time
- ✓ Increase in space availability
- ✓ Increase in Pay & Walk (revenue)
- ✓ Increase in store footfall and takings
- ✓ Reduction in abuse of parking spaces



Pay & Walk

We install Pay & Walk machines designed to complement the ANPR camera car park management solution. These machines are simple to install and provide a low cost, user-friendly experience that is seamlessly connected to the ANPR linked automated payment system.

We provide best-in-class Pay & Walk (or Pay & Display) machines, and they work in conjunction with the ANPR camera system to provide a service where motorists parking at your site use them to either pay for their parking or validate their vehicle's presence in the car park.

Each machine has a vandal-resistant casing and is robust enough to withstand rugged outdoor environments, yet simple and familiar enough that users can easily navigate the system and, using the alpha numeric keypad, provide their details.

The machines can also be customised to client requirements. For example, payment options can include coin, banknote reader, chip & pin, contactless, smart cards and voucher scanning. There are also additional options for the power supply, screens, keypads and printer. Before any install we do a thorough site evaluation and work in conjunction with the car park owner to come up with the best option for their site.



If you are interested in finding out more about our Managed Services, or would like to view a demo, contact us at +44 (0)845 230 3081 or uk@smartparking.com

Mobile patrols

As part of our Managed Services offering, Smart Parking can provide mobile patrol personnel where specially trained wardens actively monitor car park sites for security, aide and compliance.

Having a human presence on your site both deters antisocial behaviour, and provides the service of being able to personally help motorists who have additional needs.

As well, we can provide a team of marshalls to manage parking at special events.

Vehicle detection sensors

While the deployment of ANPR combined with Pay & Walk machines often cover the needs of a private car park, Smart Parking can also offer in-ground vehicle detection sensors for situations where more car park usage visibility is required at a granular level.

These unassuming yet highly innovative in-ground sensors monitor individual parking spaces and relay live occupancy information to the SmartRep 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.



If you are interested in finding out more about our Managed Services, or would like to view a demo, contact us at +44 (0)845 230 3081 or uk@smartparking.com



I've recently had the pleasure of working with Smart Parking Limited for the introduction of car parking controls at the Salvation Army Blackpool Citadel Corps site at Raikes Parade, Blackpool.

My dealings with Smart Parking have been commendably professional.

The team's extensive knowledge about the law and practice regulating car parking management is detailed and vast; and their manner has been extremely approachable, responsive and helpful.

Smart Parking has also impressed with its resources and expertise in providing supporting documentation required in connection with the making of the necessary planning applications. I've been very encouraged and appreciative of the help offered by the Company in this respect.



David Eccles, Corps Mission Secretary, Blackpool Citadel Corps of the Salvation Army



Digital guidance signage

If you manage a larger car park, we can also offer the best in digital guidance signage.

Digital guidance signage is a great way to direct motorists to available bays, and having a plinth sign at the entrance to your site with car park status, individual bay availability and even parking tariffs is a great way to draw people onto your site.

Car park and bay availability displays are automatically updated once a vehicle enters the site and parks in a bay, and if you choose a display option that displays tariffs, you can also easily update this to reflect weekend rates, special event rates, or anything other information you may wish to convey to motorists.

SmartRep management platform

SmartRep is Smart Parking's back office reporting tool that enables sophisticated and flexible services to be created using open web interfaces.

It provides information on the occupancy of car parks, distribution of attendance time, overstays and parking events in "real time". This data can be displayed in tabular or graphical form, and printed or exported into different formats to enable the user to do further analysis.

SmartRep software also includes useful features such as the option of Smart Parking creating and managing a registration whitelist, which ensures that certain vehicles – such as those owned by store employees or site visitors – are not penalised for parking beyond the maximum stay time.

Management Statistics are based on transactional data which include movements (entry and exit procedures) as well as payment transactions and, in addition, a multitude of events (e.g. blocking of cards or grace time violations). Smart Parking manages all of this as part of our service, leaving you to get on with running your business.





Reinventing the parking experience

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