Welcome to today's University Business web seminar

Camera-Based Parking Guidance: The Evolution of Campus Parking

Jeff Sparrow
Regional Account Manager
Park Assist

Scott Dubois
Vice President of Product Management
Park Assist

Thank you for joining us! The web seminar will start promptly at 2:00 ET.

UB University Business

PARK ASSIST®
REALLY SMART PARKING

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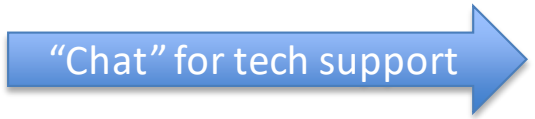

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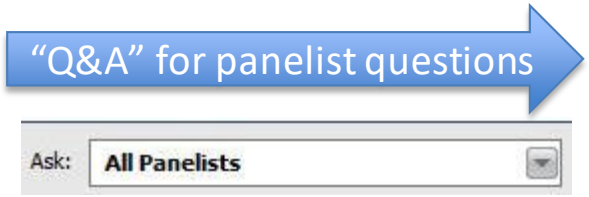

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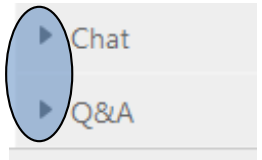

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This web seminar is sponsored by:

Housekeeping

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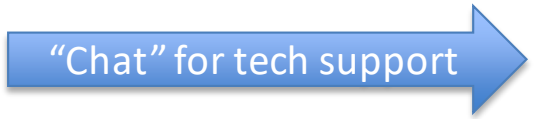

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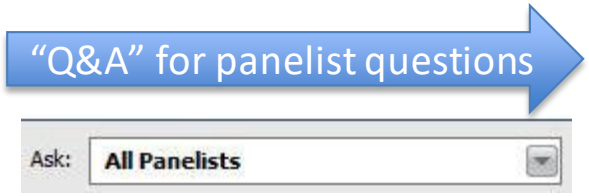

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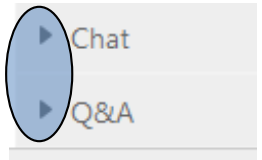

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PARK ASSIST®

REALLY SMART PARKING

Our Experts

Over 20 years of experience in parking operations, technology, and sales

One of Park Assist's most veteran sales team members

Jeff Sparrow,

Regional Account Manager

Over 10 years of experience, touching nearly every facet of the parking guidance business

Focused on aligning our product innovations with our clients evolving needs

Scott Dubois,

Vice President of Product Management

About Park Assist

Recognized as industry leader by our worldwide clients.

The world's only patented camera-based PGS.

Pioneers in PGS with business intelligence

Backed by TKH Group: $1.8+ billion company

Award-winning technology for guidance and beyond.

Patented in US, UK, AU & CA

Multifaceted smart-sensing solutions

Rich API-driven ecosystem

The innovation hub for next-generation parking.

Elevating CX through smart infrastructure

Unparalleled data down to the bay

Business intelligence to drive better decisions

Integrating technology for future needs

Award-winning technology for guidance and beyond.

Most camera-based installations in the world

Proven in 41 countries and counting

Clients you may know

Colleges/Universities

UT DALLAS
The University of Texas at Dallas

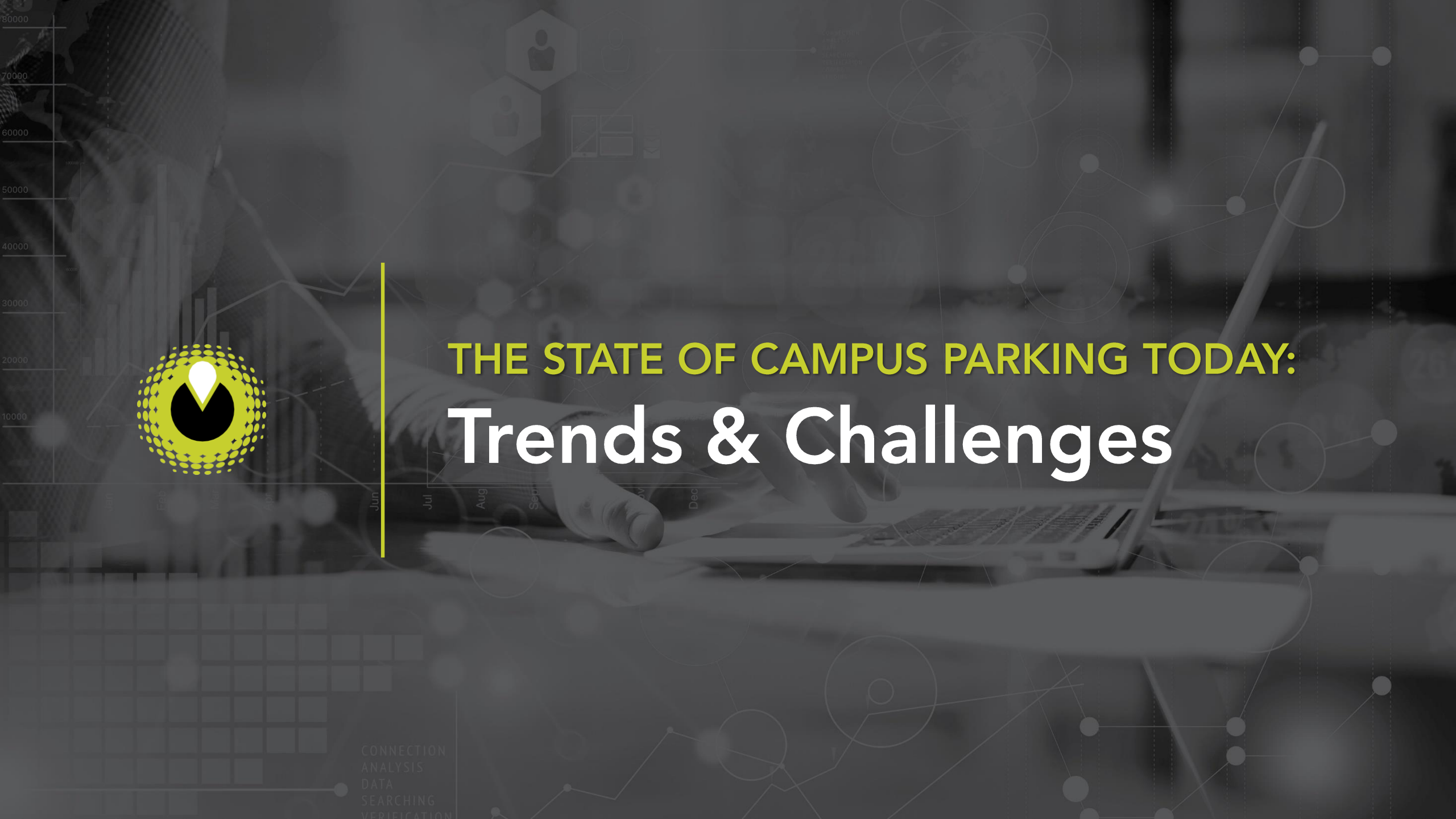
UNIVERSIDAD DE MONTERREY
HOMO HOMINIS IN MINISTERIO PERFICITUR

Washington University in St. Louis

Duke University School of Medicine

AUBURN UNIVERSITY

UC San Diego



THE STATE OF CAMPUS PARKING TODAY:

Trends & Challenges

Primary parking challenges

Security

Permit & policy compliance

Time & convenience

Surface lot parking

Major parking technology trends

License plate recognition (LPR)

Access & revenue control

Automated policy compliance

Surveillance

AN INSIDE VIEW:

Camera-Based Parking Guidance

The evolution of PGS technology:

zonal system

binary yes/no

occupancy only

rudimentary data

manual performance monitoring onsite

low accuracy, needs manual resets

ultrasonic

binary yes/no

occupancy only

rudimentary data

manual performance monitoring onsite

moderate accuracy, hard to verify

camera-based

data-driven + LPR

sensor with a brain

robust data & live video

advanced tech remote monitoring

verified 99% accuracy

5.0 Megapixel
CMOS Camera
Streaming H.264
via RTSP
M4
Smart Sensor
800 Mhz Cortex A9
Dual-Core Processer
Quick installation
onto custom
mounting track
PARK ASSIST
Bright multicolor
LED indicator light with
16m color possibilities
5.0 Megapixel
CMOS Camera

ELEVATING CX ACROSS THE JOURNEY

A seamless parker journey

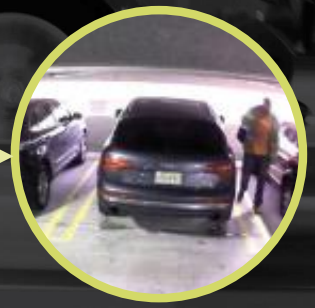
App to find availability

Wayfinding signs on arrival

Interior directionals

Smart-Sensor LEDs

signaling drivers to vacant bays



Reduced Time to Park

through data/ navigation synergy

Find Your Car™ on return

Exit to roadway

includes validation by LPR exit camera (under development)

HOW INNOVATION IS MAKING AN IMPACT:

Improving Campus Parking

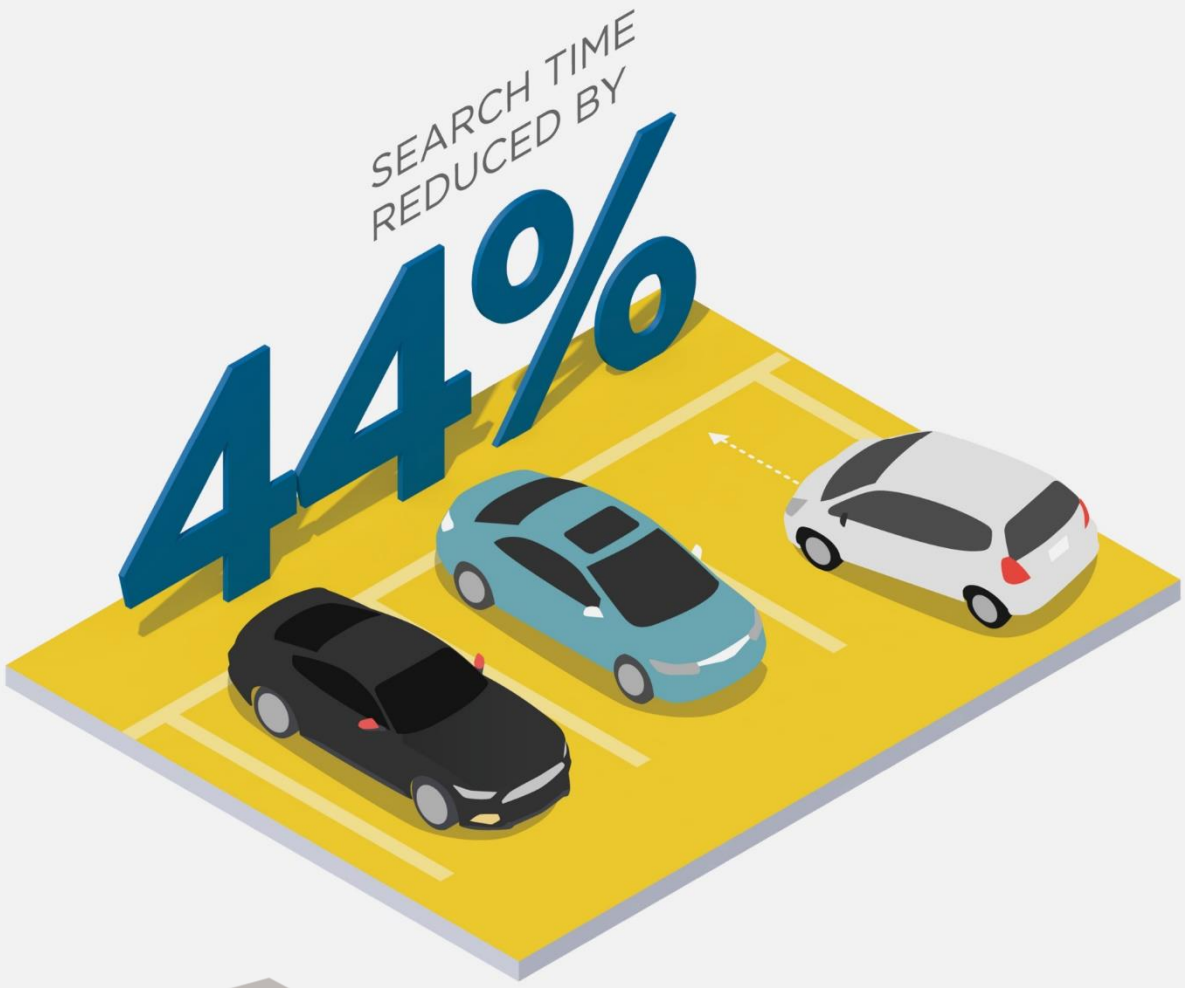
Reduce Time2Park

Parking guidance systems reduce the time it takes to park anywhere from 25% to 60%*

Advanced wayfinding signage and bright signaling smart-sensor LEDs direct faculty, students and visitors to open spaces

Identify parking before entering the garage and quickly upon return

* According to a science-based benchmarking study on time-to-park conducted by Park Assist in collaboration with the Brisbane Airport Corporation (BAC). This groundbreaking before-and-after PGS analysis encompassed two parking facilities with a combined total of 7,903 individually M4-monitored bays.



Parksmart

Reduced search time = increased sustainability

Up to 44% search-time reduction decreases fuel and emissions

44,554-gallon reduction of gas per year for average shopping mall

Active member of Parksmart: helped to develop certification

* According to an Arup study commissioned by Park Assist for the 2,513-space parking facility at Westfield Century City Shopping Centre in Los Angeles. Comparative data was recorded one month before and one month after the installation of a Park Assist camera based smart-sensor system.

Increase security

Surveillance from a unique vantage point

Smart-sensor cameras identify vehicles and monitor occupancy in every parking space

Capture streaming surveillance video

Campus crime deterrence and additional protection against liability

Streamline & optimize operational efficiencies

Monitor spaces and availability in real-time

Real-time data distributed to signage to quickly signal availability

Data aggregated in dashboards and mobile apps so that staff can understand facility performance and utilization

Policy compliance & enforcement

Keeping a constant eye on parking policies

Understanding the utilization and who is abusing parking policies over time

Automating the process of issuing citations

User group control across multiple parking assets without fixed barriers

PARK ASSIST'S LATEST SOFTWARE DEVELOPMENT:

Introducing INX

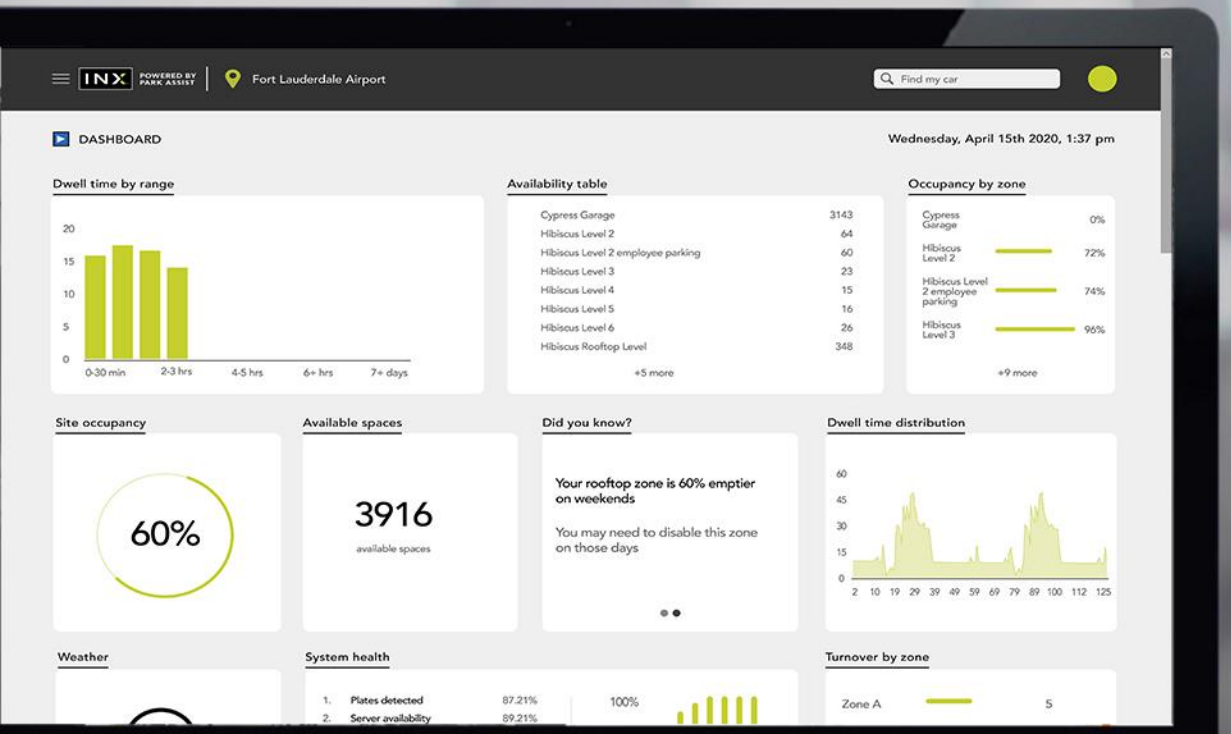
The culmination of 15 years of parking guidance experience

New cloud-based user interface powering the future of guidance

Real-time data, IoT device management, ecosystem integration, and data security

Enhanced communication between the Park Assist's hardware and operating system

Completed control of your garage



INX STANDARD PLATFORM

Interactive cloud-based platform with actionable real-time data

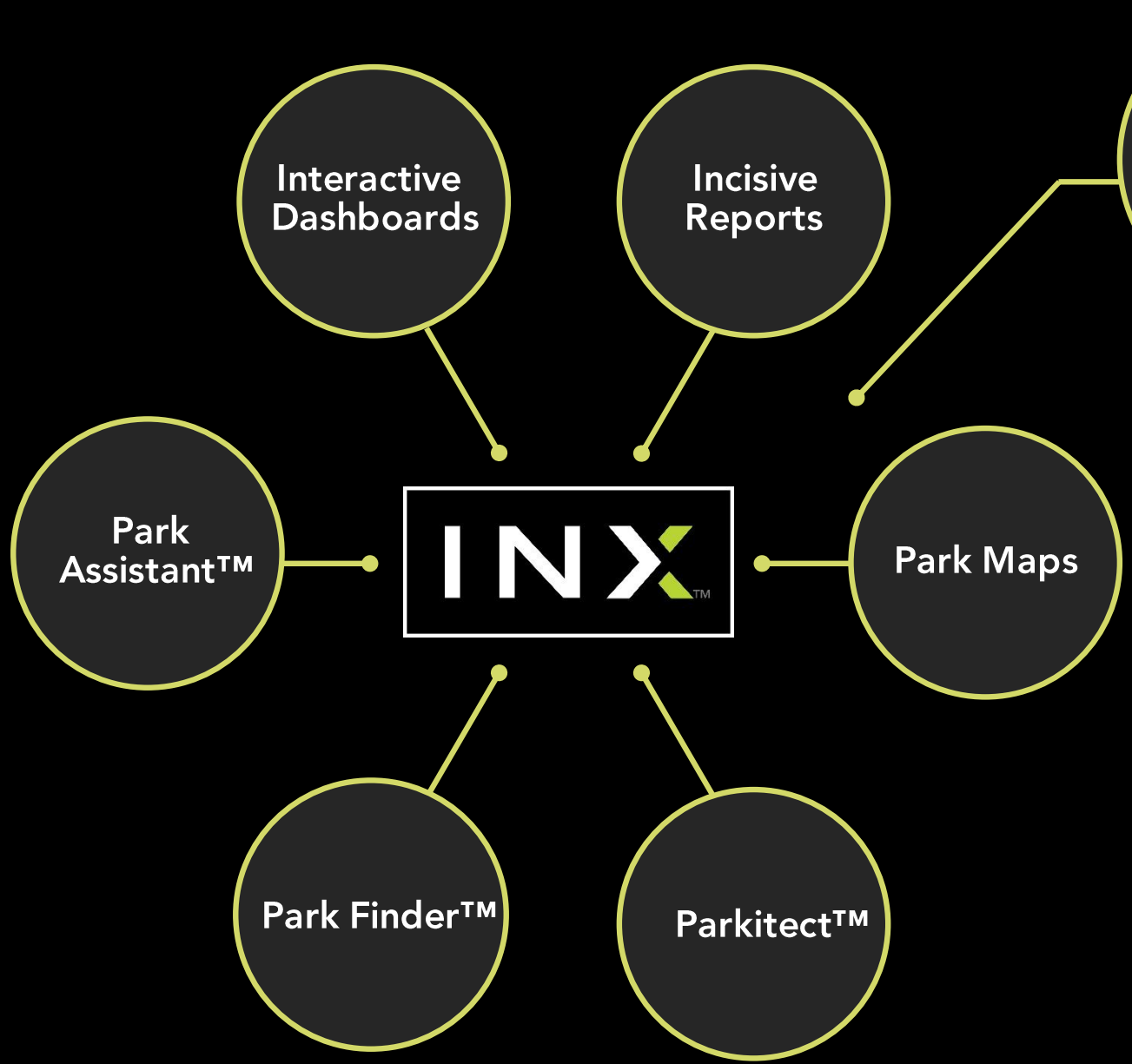
Business intelligence modules, service and support access, and optional applications for enhanced features and greater control

Live & historical data: maps, signs and regions

Comprehensive reporting

Business intelligence at a glance

Intelligent mining of actionable system data



Premium Subscriptions:
Optional value-adds to extend the power of INX.

- ParkView™
- Enterprise Services
- Predictive Analytics
- Park Reserve
- Time2Park™/ Time2Exit™
- Object Detector
- Customer Satisfaction Tracking

SUCCESS STORIES:

UT Dallas

CASE STUDY

University of Texas at Dallas

Pre-PGS Scenario:

Substantial 10-year growth

Parking capacity doubled from 7,000 to 14,000 spaces

PGS desired for 3 new garages: adding over 2,700 spaces

CASE STUDY

University of Texas at Dallas

Client Objectives:

More streamlined, enjoyable CX for visitors, students, faculty/staff & vendors

Enhance perceived value of permits to increase adoption

Generate actionable data for analysis, management and forecasting

CASE STUDY

University of Texas at Dallas

Results & Improvements:

Enhanced experience with reduced time-to-park

Increased permit usage through enhanced perceived value

Ability to flex and forecast parking needs

Adds to the UT Dallas sustainability story

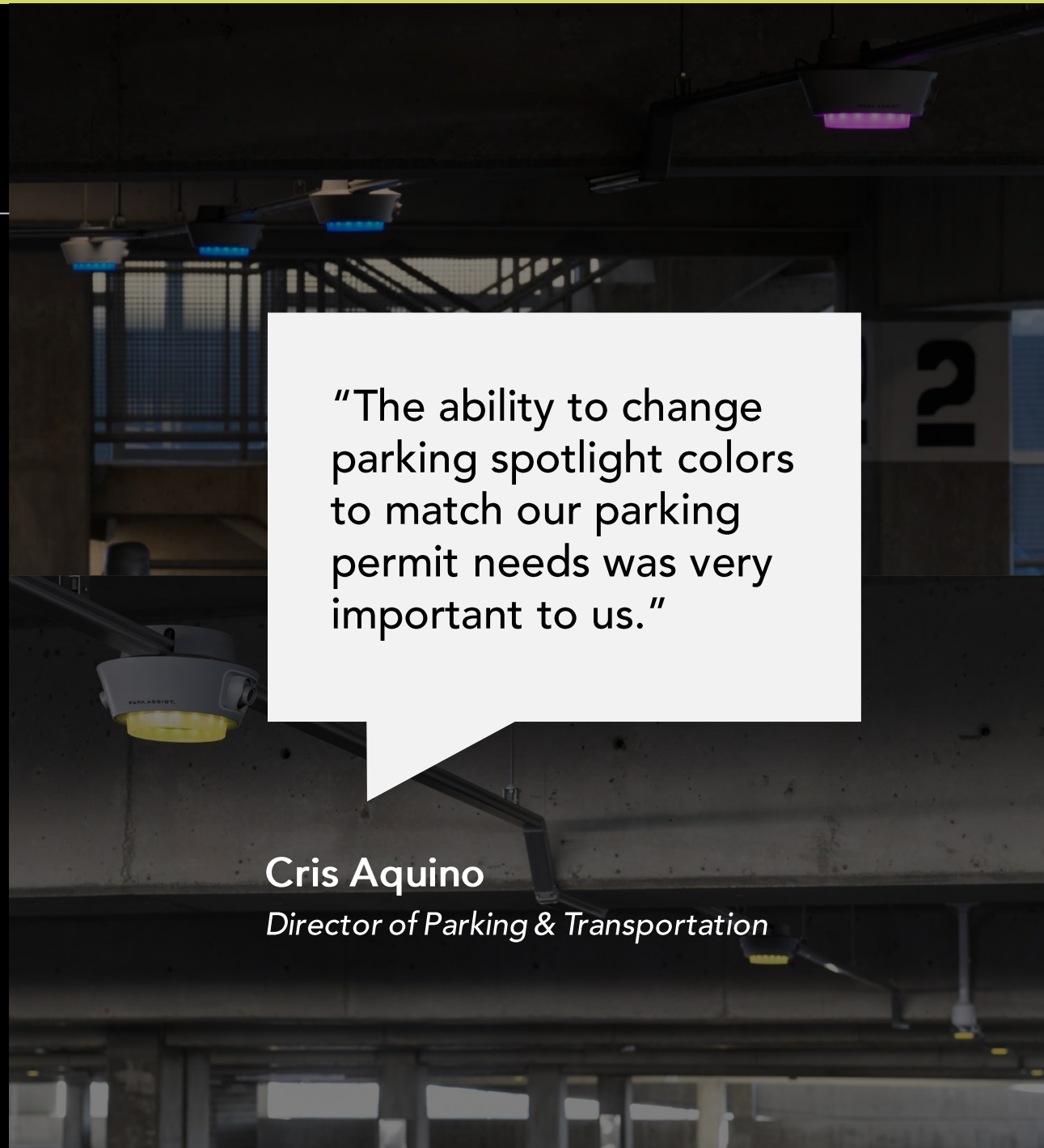
CASE STUDY

University of Texas at Dallas

Key Consideration:

Ability of smart-sensor LEDs to display broad spectrum of colors

M4s programmed to match existing color-coding system for defined user groups



"The ability to change parking spotlight colors to match our parking permit needs was very important to us."

Cris Aquino

Director of Parking & Transportation

The innovation hub
for next-generation parking.

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Q&A

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Have a question for our presenters? Submit it through the Q&A at the right.

Q&A

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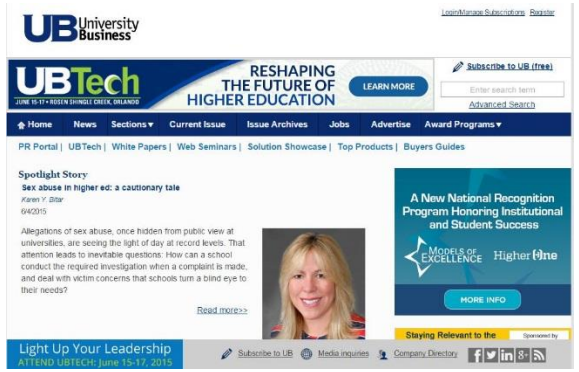

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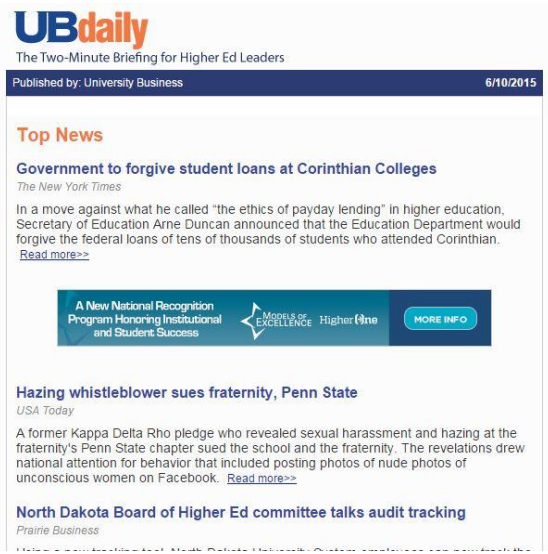

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www.UniversityBusiness.com/Web-Seminars

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