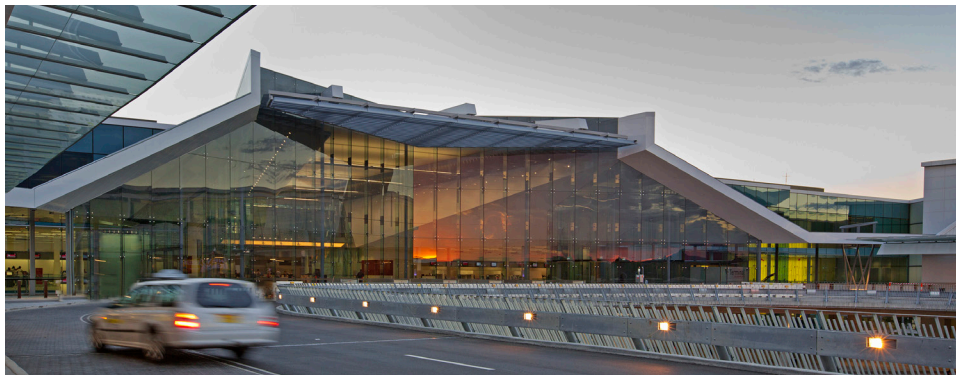


Case Study: Canberra Airport

Canberra Airport serves Australia's capital city and offers the most convenient airport parking options within close proximity to the terminal building.

Canberra Airport selected the Park Assist M3 System in their two large premium parking, multi-story car parks to ensure a reliable guidance system for customers. The M3 System has been very reliable and the Park Assist team is prompt to respond to any questions.



Why They Purchased

M3 vs Ultrasonic: Canberra Airport chose the Park Assist M3 System over Ultrasonic because it provides a streamline, cleaner and more sophisticated look. The M3 system requires substantially less hardware, offers a range of business intelligence technology and allows the garage to remain operational during install. Ultrasonic systems have limited technology, are installed over every space and require a garage closure for installation. The M3 system provided the Airport with the elegantly aesthetic look they were seeking.

Technology & Business Intelligence: License Plate Recognition (LPR) was a big winning factor for Canberra. Whenever a car is parked, the M3 System reads and stores its license plate number and location. Visitors can later find their car through a variety of *Park Finder* interfaces: kiosks,

smart phone applications, and supported revenue control pay-on-foot devices.

Demand for Premium Parking: The Park Assist M3 System *Park SelectRate* feature breaks the mold by permitting different prices for premium and regular parking spaces. *Park SelectRate* tracks the location of every parked vehicle and interfaces with revenue control equipment to ensure the right price is charged for every space. Instantly, parking revenues are increased.



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