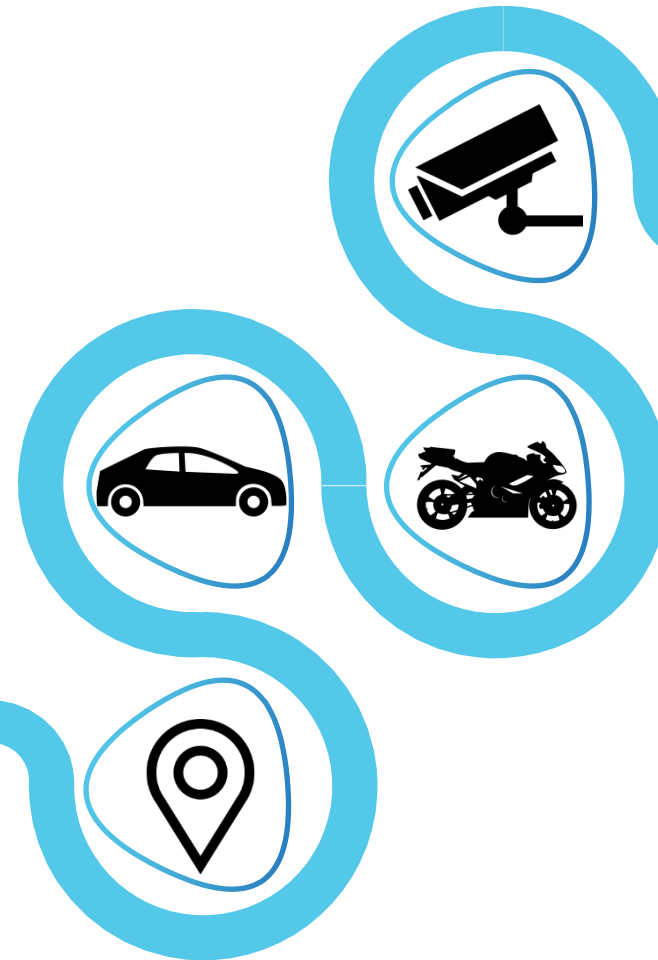




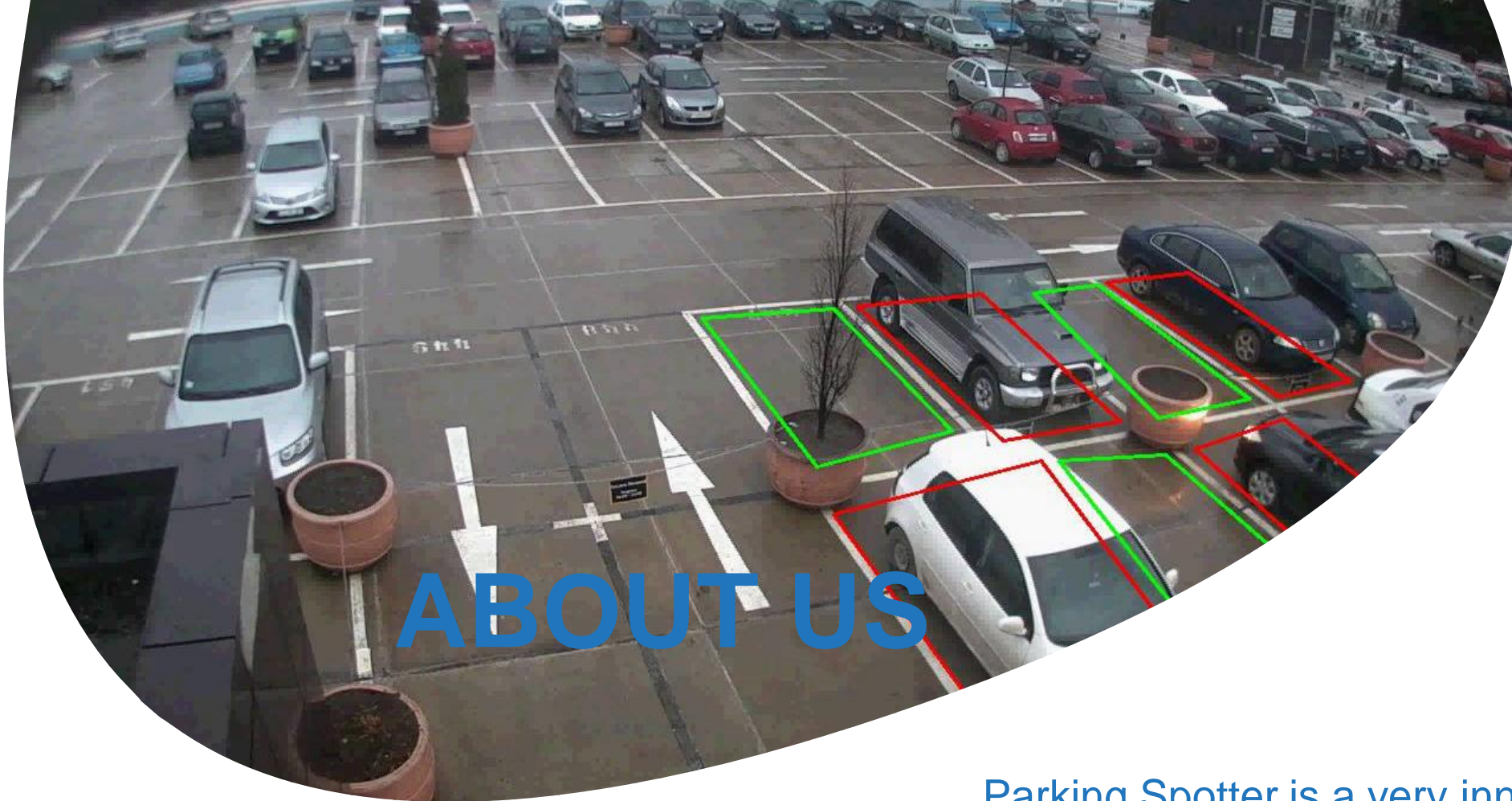
parkingspotter

# The Opportunity

- 30% of Traffic → Cruising for Parking
- All decent Parking have video surveillance for security concerns
- Increasing mobile device market
- Rapid growth of mobile payments








## ABOUT US

Parking Spotter is a very innovative solution that helps end users to find the closest available parking spot and parking owners to improve operational flows, all these by analyzing the video images from all the cameras installed inside the parking lot.

# The Market



# Video Analytics vs Sensor System

		<b>Other Solutions</b>
Use of existing infrastructure	<b>Yes: CCTV cameras</b>	no
Solution coverage	<b>1 Camera → 10-20 parking spots</b>	1 Sensor = 1 Spot
Cost of installation	<b>Low – reuse of infrastructure</b>	High – new infrastructure
Additional features	<b>Yes – video monitoring</b>	no
Vandalism protection	<b>High – the installation is at 6-8 m</b>	Low -- the installation is in the road

# Video Analytic Algorithm

## Machine Learning

- Parking Spot Status
- Illegal Parking
- Object Identification
- Parking Time
- Reserved Spot for Low Enforcement





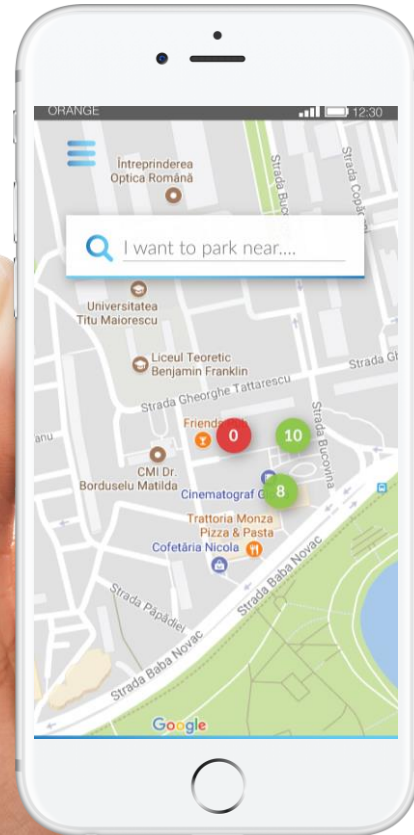
# Mobile Application



App Store



Google play



**Reduce time  
to park**



**Best spot  
available**



**Incident  
Reporting**



**Payment**



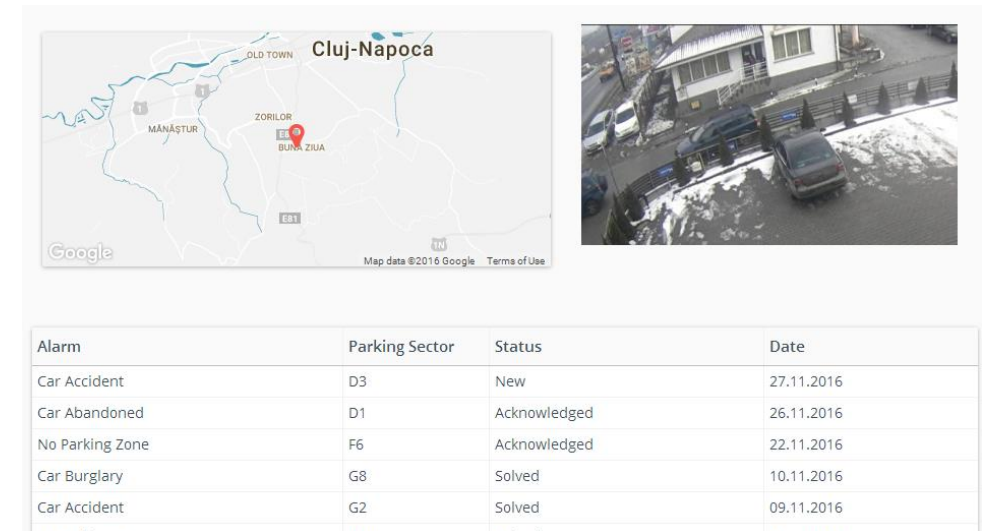
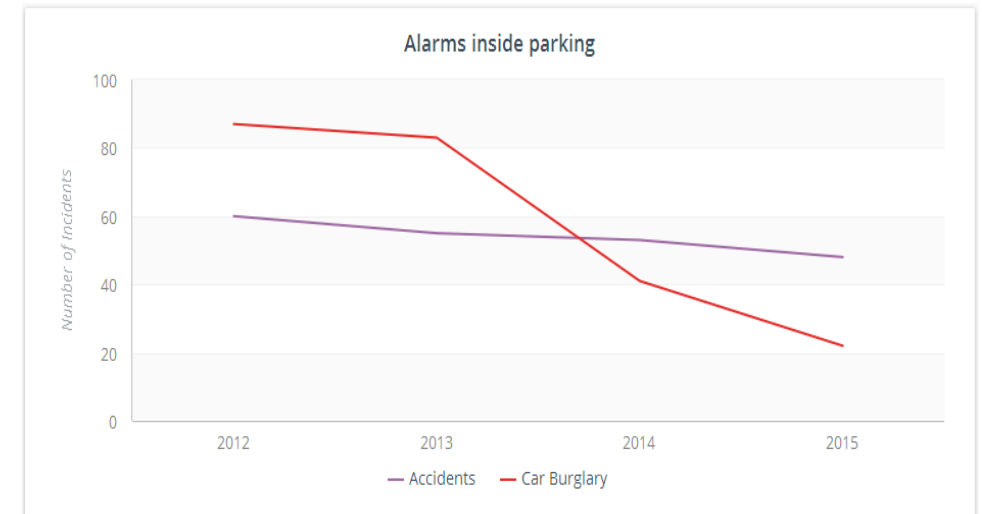
**“Take me to  
my car” function**



**Employee  
Satisfaction**

# Parking Owner Alarm Management

- Prove the decrease of incidents for customers retention
- Clear view of incidents over time
- Prevent “Car Burglary” by optimizing resources
- Manual alarms reported by End Users: Accident,
- Automated No Parking Zone alarms:
  - Emergency Exit
  - Disabled Persons Reserved
  - Bus Stop
  - In front of Fire Hydrants
  - on Crosswalks
- Geo localization of incident for a faster response





# Parking Management Web Application

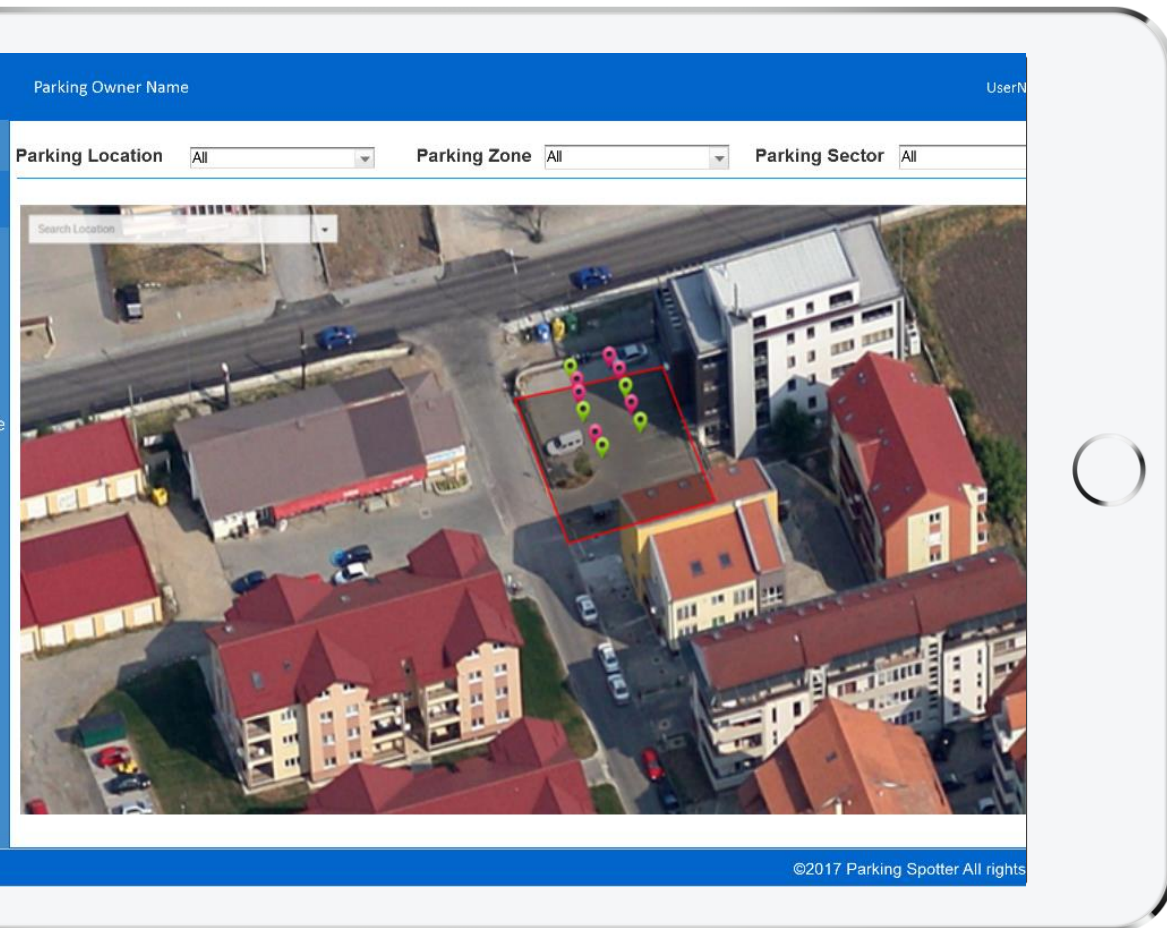
## Dashboard



### Instant overview over own parking

- Today's Customers
- Average parking duration
- New vs returning Customers
- Today's Incoming
- Chart with occupancy percentage
- Parking Heat Map





# Live availability map

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- Live status of all parking spots
- Select one / multiple parking
- Select different sectors inside one parking

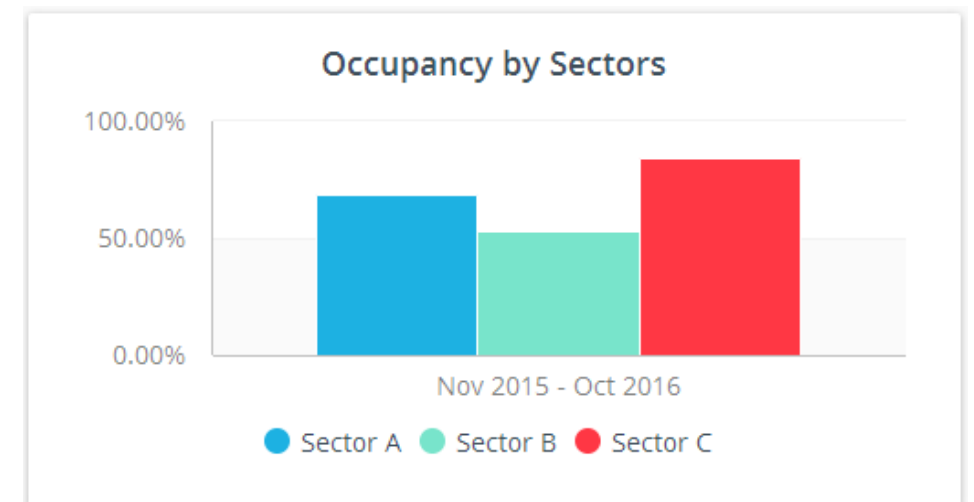
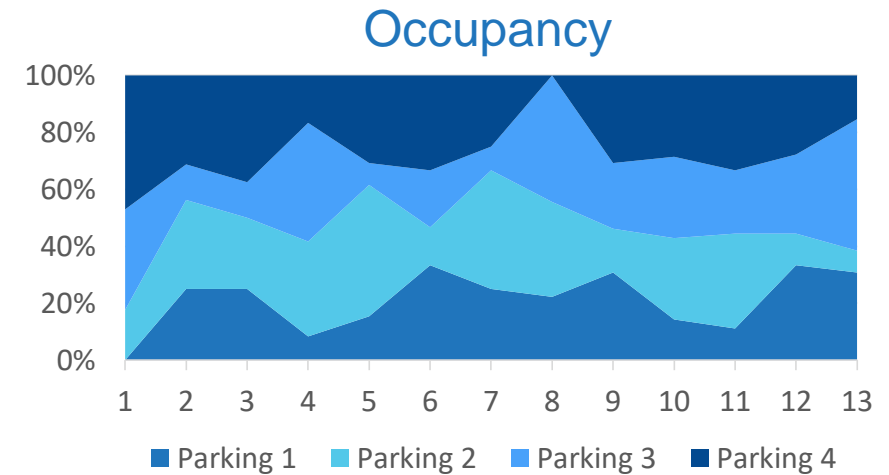
# Parking Owner Reports

## Occupancy report :

- Better parking management flow
- Resource Optimization during traffic peaks
- Prevent traffic jams to increase customer satisfaction
- Parking violation report
- Occupancy vs Payment report

## Occupancy by sectors :

- Use heat map on generating revenue
- Apply policies to balance the occupancy
- Use heat map to optimize allocation of maintenance resources



## Milestone Kickstarter 2017 award winner



## They wrote our story

**CAPITAL**  
LUXURY LIFESTYLE MAGAZINE

start#up

WALL-STREET



**asmag.com**  
Global Security Web



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