

Phonixx

Phonixx: Parkmobile's system for Pay by Phone Parking by mobile

Parkmobile has pioneered Pay by Phone Parking in Europe for over 10 years and is the leading provider in several European markets. Pay by Phone Parking operations are established in the UK, The Netherlands, Germany, Greece and the USA. We are an experienced and trusted provider and our IT system is owned and operated by the group enabling us to tailor solutions to clients needs.

The Scheme – Flexibility of Choice

Parkmobile offers councils and car park operators the choice of two parking models. One mirrors the way pay and display machines or parking meters are used, whereby a customer buys a predetermined amount of time, such as one hour with the ability to top up if needed. Alternatively we can offer our unique solution known as start/stop, where motorists choose when they want their parking event to finish. This is very popular with motorists, as they only pay for the parking time that they want and from the councils viewpoint the benefit is that it can result in a longer stay as they do not have to rush back at a set time. This brings the benefits of a pay on foot system to a pay and display or on-street environment.

Setting Up - Quick & Efficient To Implement

There is no capital investment required by the client to implement the Phonixx Pay by Phone Parking system. Each car park will be set up with its own zone number and Parkmobile will input the relevant parking tariff, time bandings and maximum stay associated with each zone. Changes and amendments to the tariff structure and adding additional car parks can be easily accommodated within the system at no extra cost to the client.

A dedicated project manager is assigned to each implementation to ensure that the introduction of Pay by Phone Parking is managed in a structured manner with each stakeholder interest considered.

Signage – Subtle & Effective

To ensure that the scheme is successful Parkmobile will work in conjunction with its client to design and distribute signs that are in keeping with the environment. Promotions, posters and signage will be strategically placed to raise awareness and provide clear instruction for the cashless system. Designs will complement existing street furniture.

Enforcement – Seamless Integration

All parking events are stored in Parkmobile's parking rights database, called Lynxx. We can either integrate with your current enforcement devices, where these are GPRS enabled, or provide a feed to an ANPR driven system. Alternatively we can provide you with a robust mobile phone from which zone and vehicle registration checks can be undertaken to confirm the validity of a parking event.

Training – Easy to Understand

Parkmobile will provide training for all relevant Council Staff before commencement of the contract and at no cost to the council. The Council staff will need to know how to obtain all the available reports from the system for both financial purposes and to be able to manage any parking appeals. CEO's will be trained in the use of their handhelds for checking parking events.

Reporting – Tailored to Your Needs

Parkmobile will provide the council with access to a web based suite of reports to enable detailed analysis of parking activities. Reports are also available to assist in reconciliation of parking revenue processed through our system. Bespoke reports can also be developed.

Motorist – Stress Free Parking

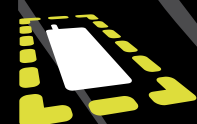
Once registered motorists have a choice of either paying a small convenience charge for each transaction which suits the ad hoc user, or for regular users they can become a subscriber and pay a lower convenience charge each time they park. Parking can be activated and extended remotely by calling our automated phone line or through our help desk or via the web site. For local authorities or private operators who wish to absorb the convenience charge we can provide a solution to meet this.

Motorists have their own account page on our website where they can view previous parking history, amend vehicle details and/or update payment information.

Benefits to the Operator:

- no capital investment required;
- integrates into current parking systems;
- ease of implementation;
- compliments current payment methods;
- offers more choice to the motorist;
- takes away the stress of parking;
- revenue protection – no transferring off paper tickets;
- full audit trail of parking events;
 - swifter parking fine resolution.
 - eliminates fraud with cash handling.
- experienced player with a proven track record.

For more information about Phonixx, www.parkmobile.com.



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