



Your IoT partner for
smart solutions

Solutions for **Parking Guidance & Control**

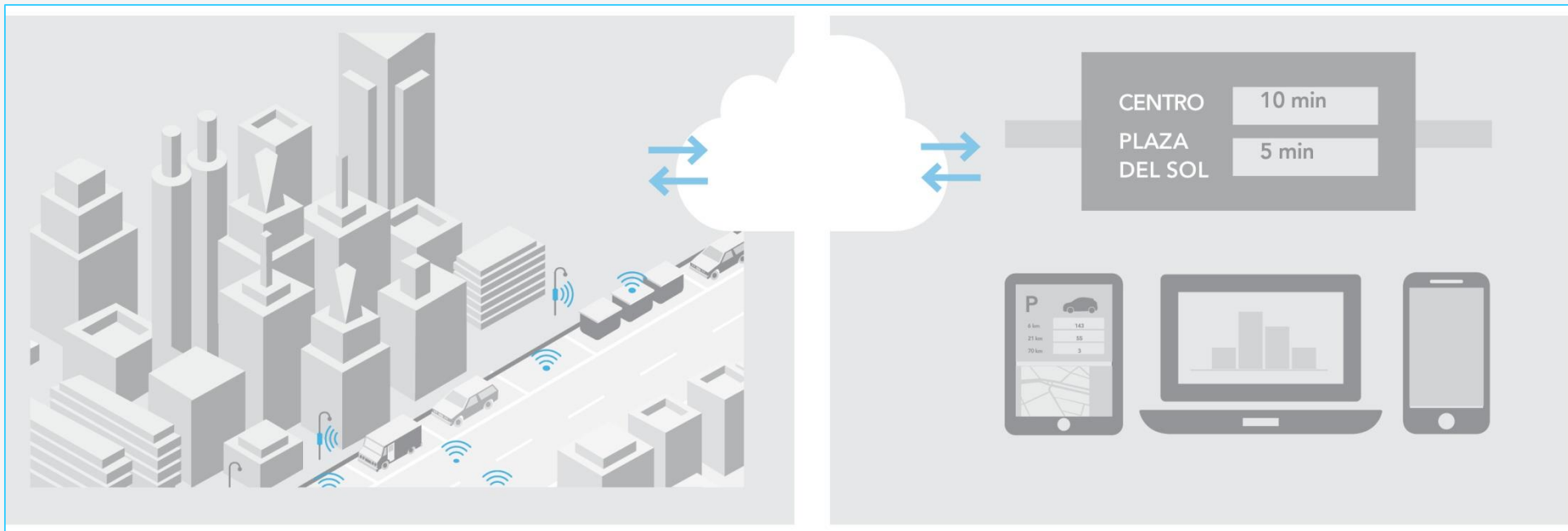


INTRODUCTION

Studies forecast that **75% of the people will be living in cities by 2050.**

We believe that without the use of **adequate technologies**, this situation will **not be manageable.**

IoT technologies for Smart Cities



Wireless monitoring systems of the latest generation which capture and distribute in real time information in the field of **parking** and **noise pollution**.

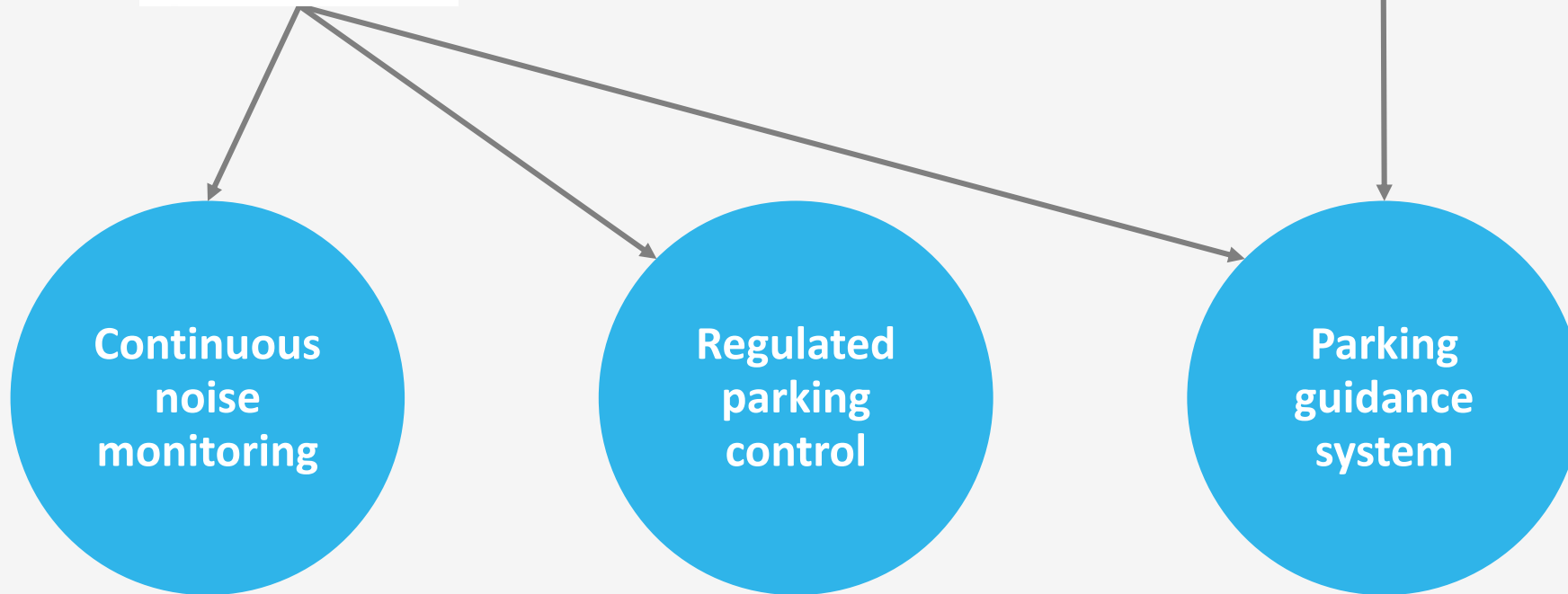
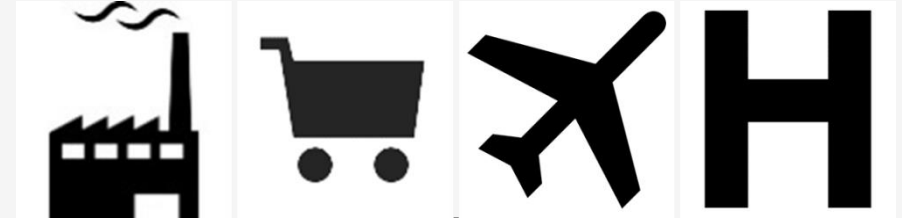
End-to-end solutions allowing a more **efficient** and **sustainable management** of **cities** and **territories**.



Local Authorities

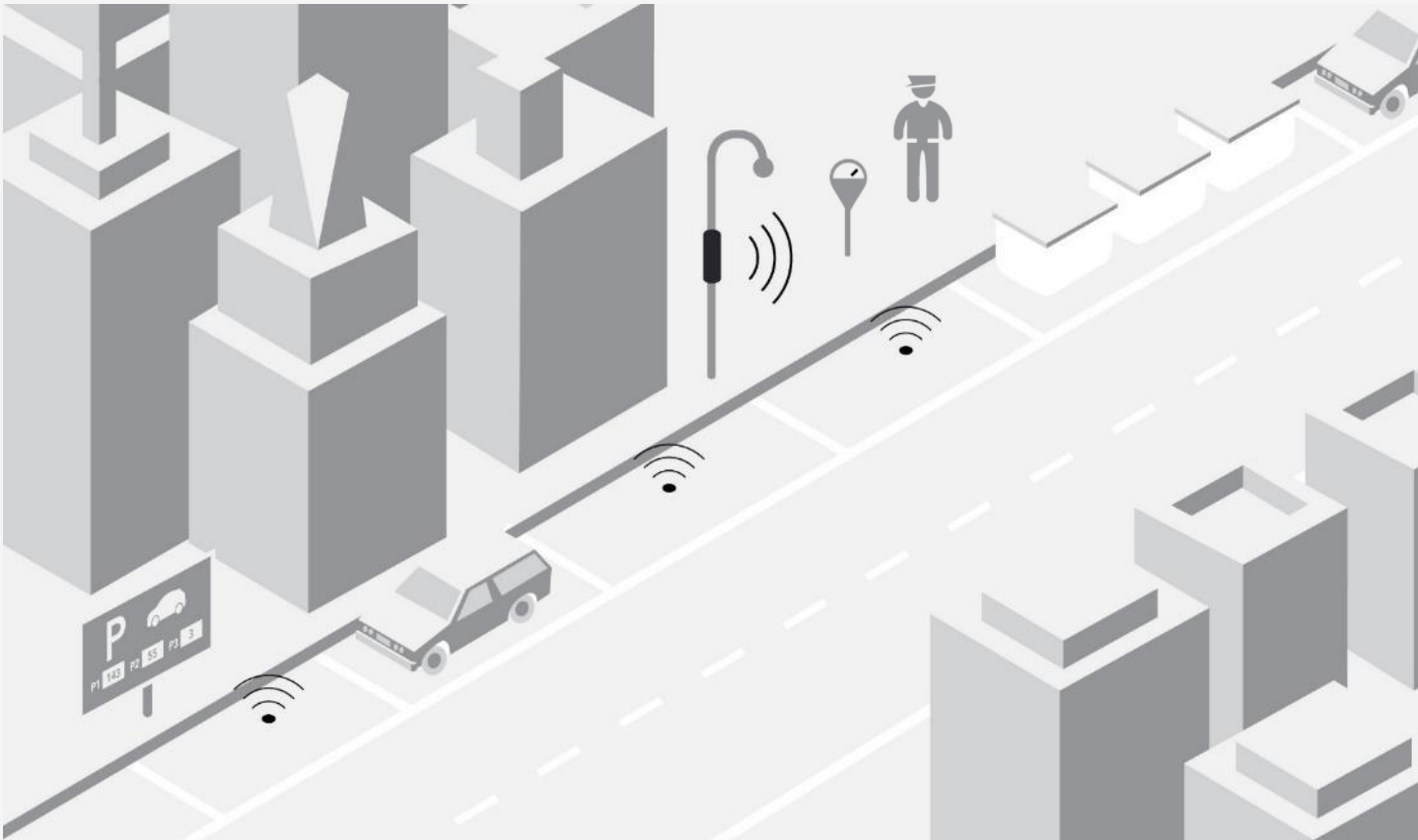


Private Parking Owners





We offer....



1. Sensor systems that provides accurate information of parking in real time

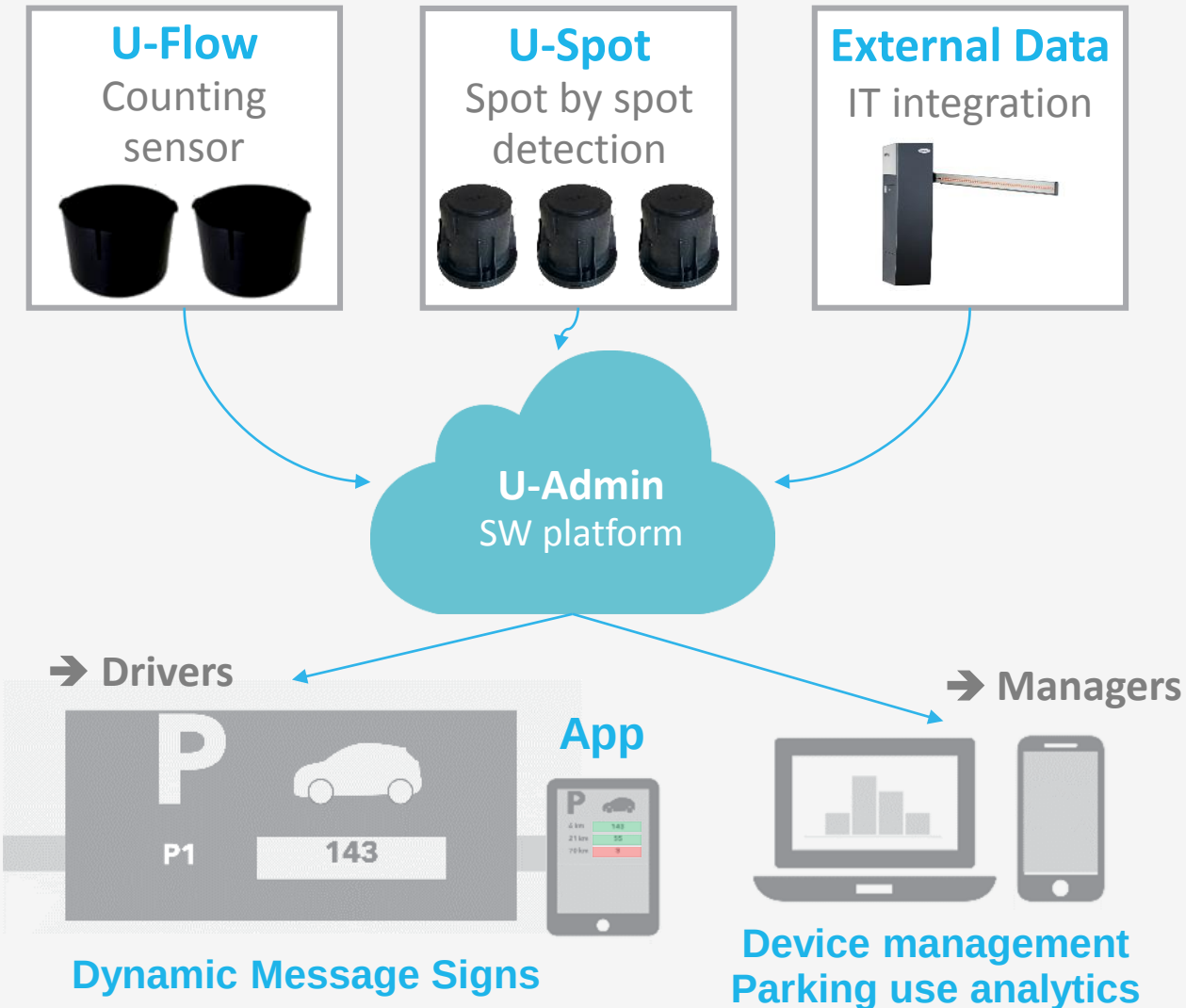
2. Innovative services for cities and their citizens

....needed to implement new policies to make the mobility more efficient



FLEXIBLE WIRELESS SENSING SYSTEMS & MODULAR SOLUTIONS FOR:

Parking guidance system



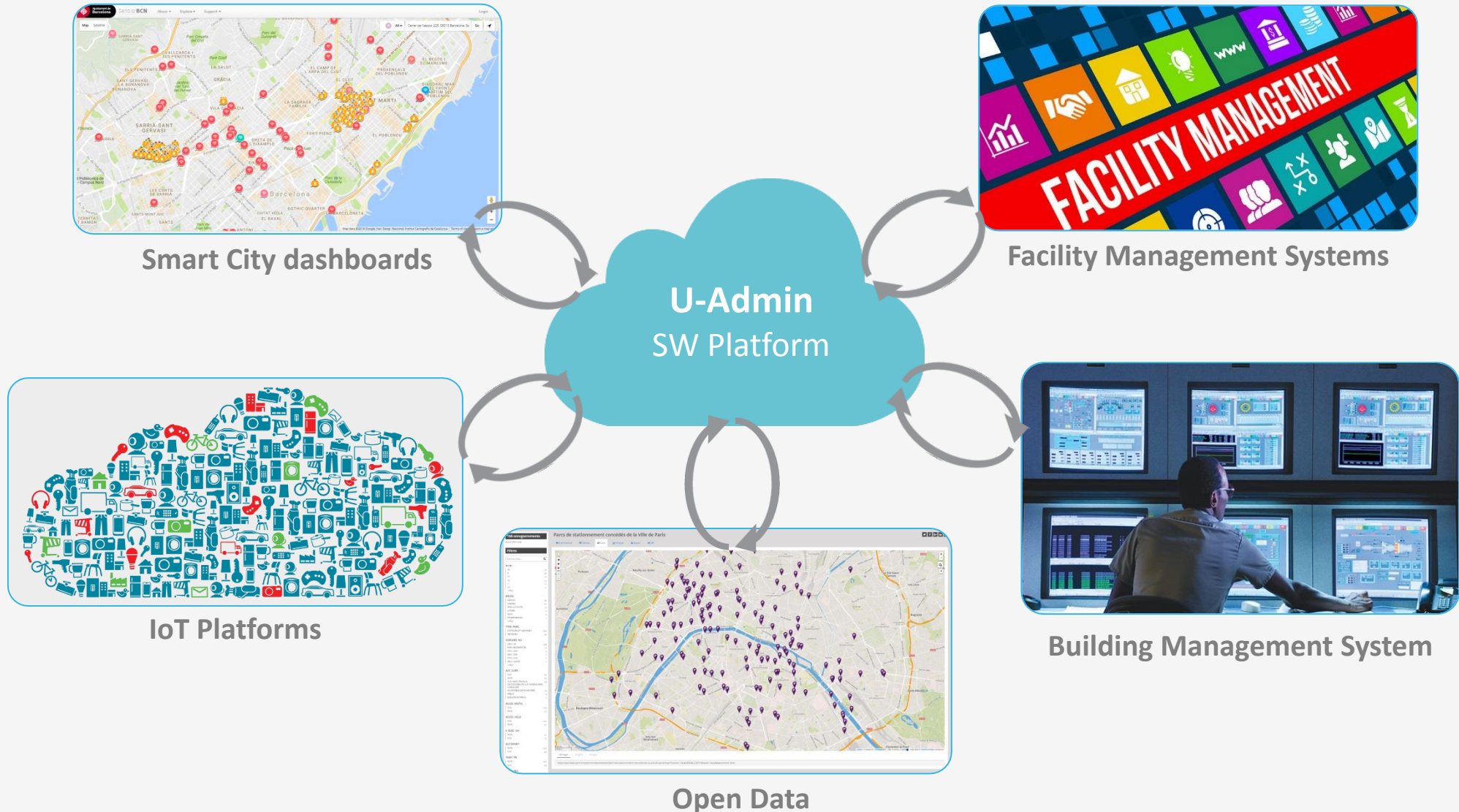
Regulated parking control



Technologies & solutions – Integration with 3rd party systems



Urbiotica's open platform & standardized API allow any customer system integration to use & exchange data with the U-Admin:





Best-in-class!



Long Range
wireless
communication



The most accurate
measure of the
market



The longest
lifetime
of the market



Easy
installation in
spot or
sidewalk



Auto-calibration,
remote
maintenance



Cost reduction
thanks to flexible
detection system



1st project deployed in 2011
12.000 sensors deployed over 30 projects in 20 countries



GERMANY • ARGENTINA • AUSTRIA • BELGIUM • BRAZIL • CANADA • CHILE • CHINA • COLOMBIA • ECUADOR
SPAIN • UNITED STATES • FRANCE • INDIA • ITALY • PORTUGAL • UNITED KINGDOM • SWITZERLAND • TURKEY

They trust us!



Cities



Parking operators



Private companies



IT & Services integrators



Smart Cities platforms





SMART PARKING FOR LOCAL AUTHORITIES

Today's picture of cities' parking



Due to lack of information about availability and low respect of parking policies:



Up to 30% of the traffic cruising searching a spot

Motorists dissatisfaction

Alternatives transports are not promoted



Air and Noise pollution

The city's image is being deteriorated

Security's issues



Citizens and merchants dissatisfaction

Collapse of the city's centre



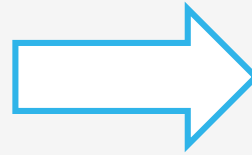
User's fraud and lack of revenues

High investment in new spots

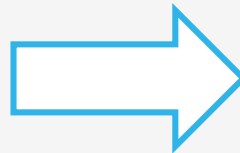
Low productivity in the enforcement



Improve mobility by guiding people toward areas with parking availability, according to your own rules

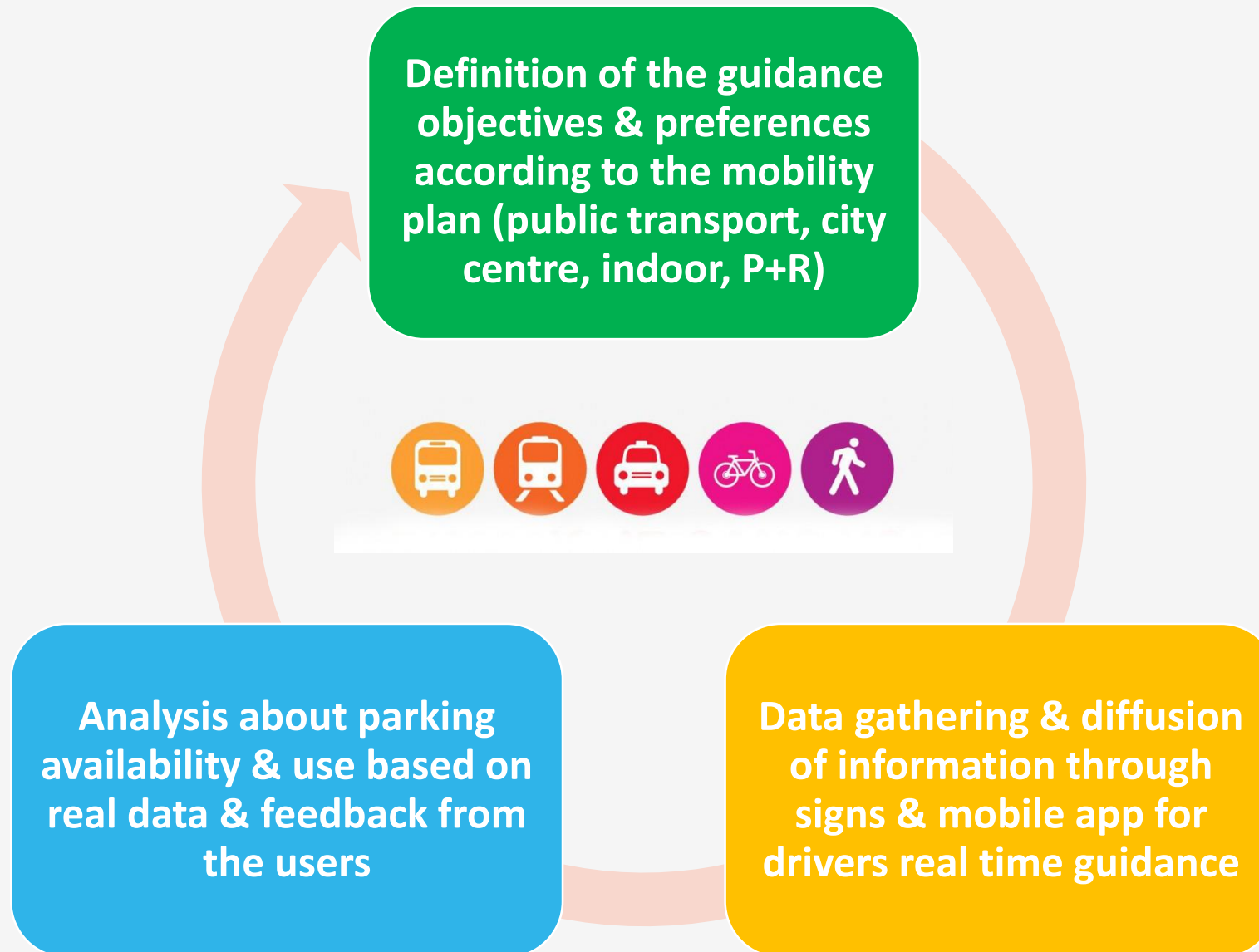


Set parking policies & control the use of the spots to generate more rotations & parking availability

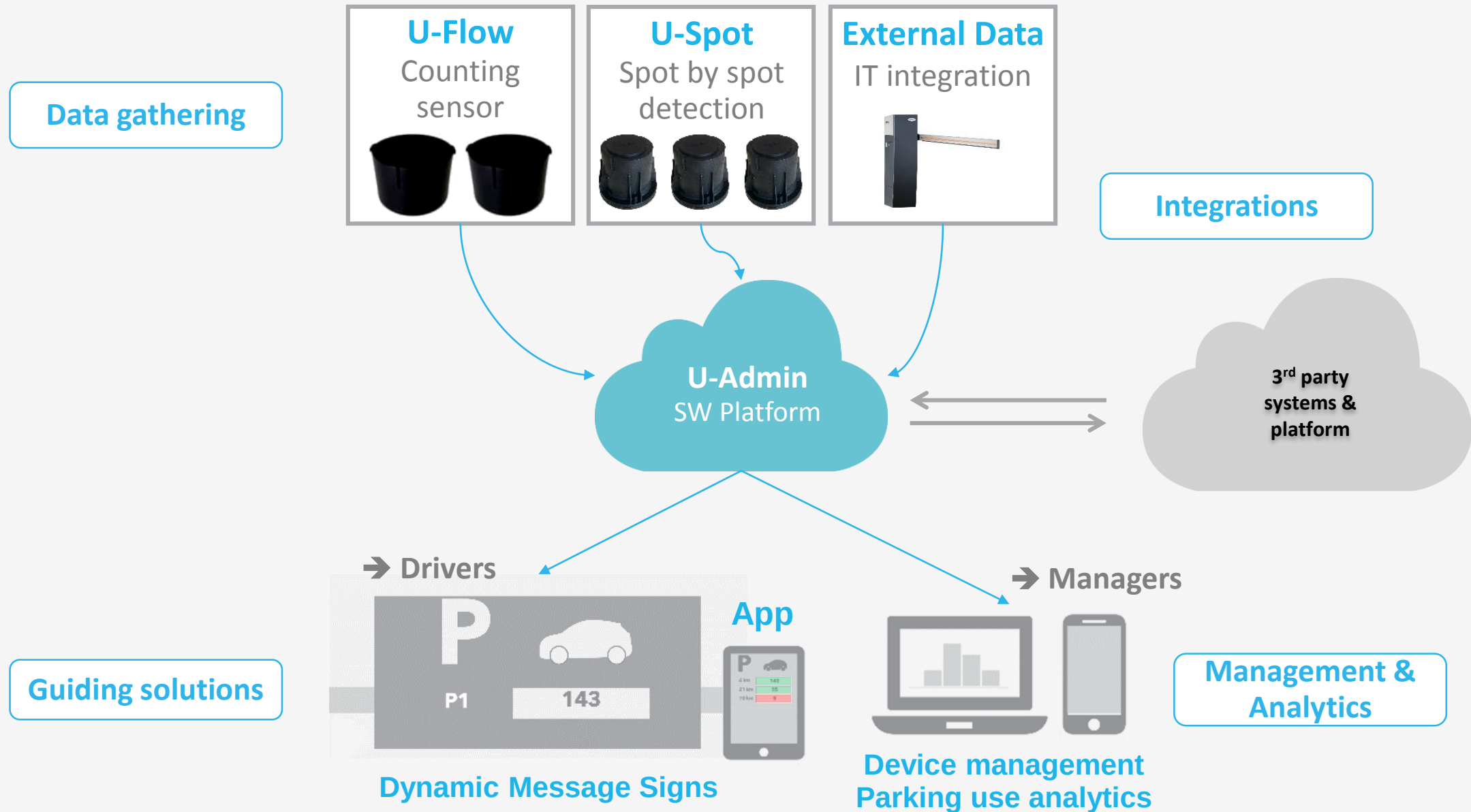


Urban parking guidance system



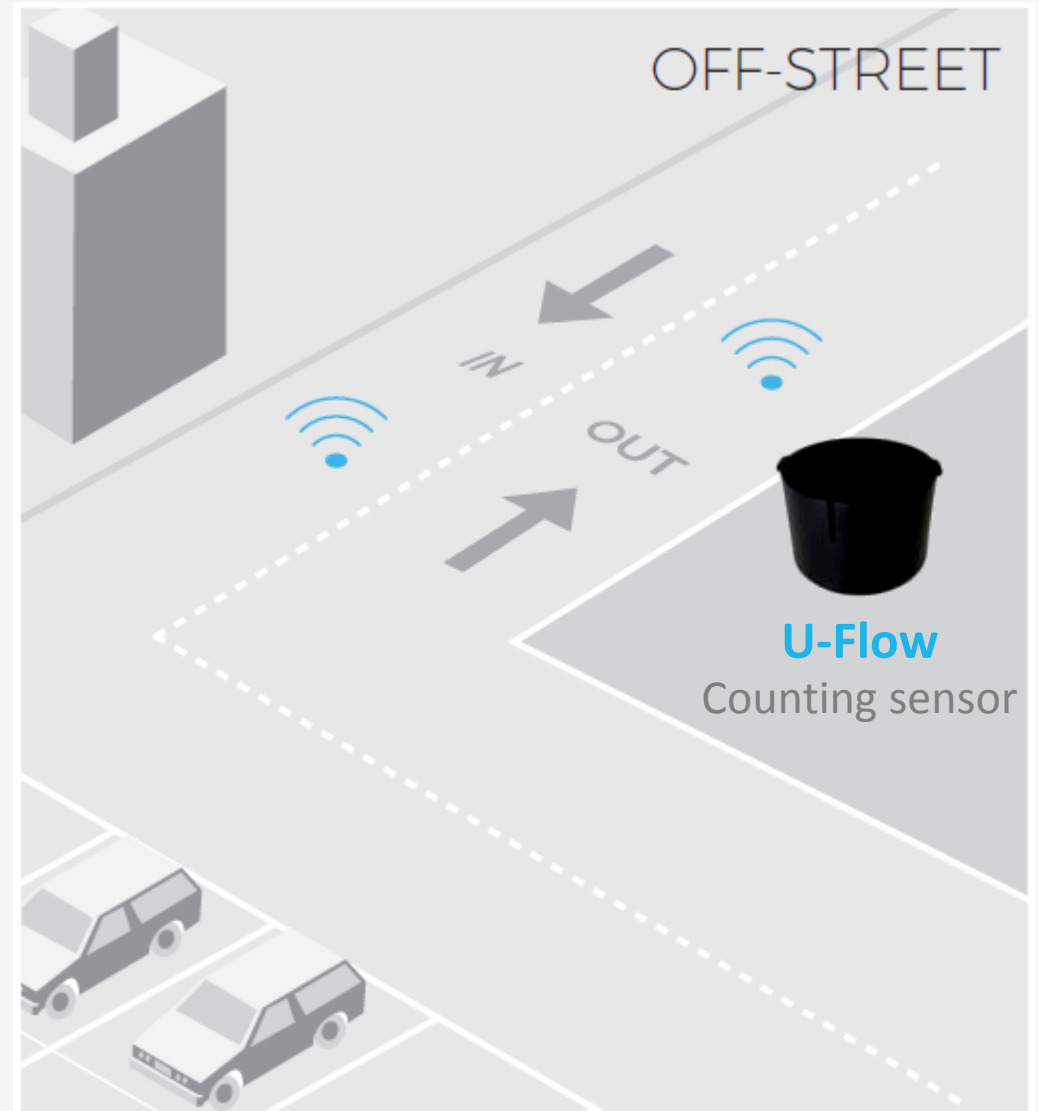


Urban parking guidance system – the solution





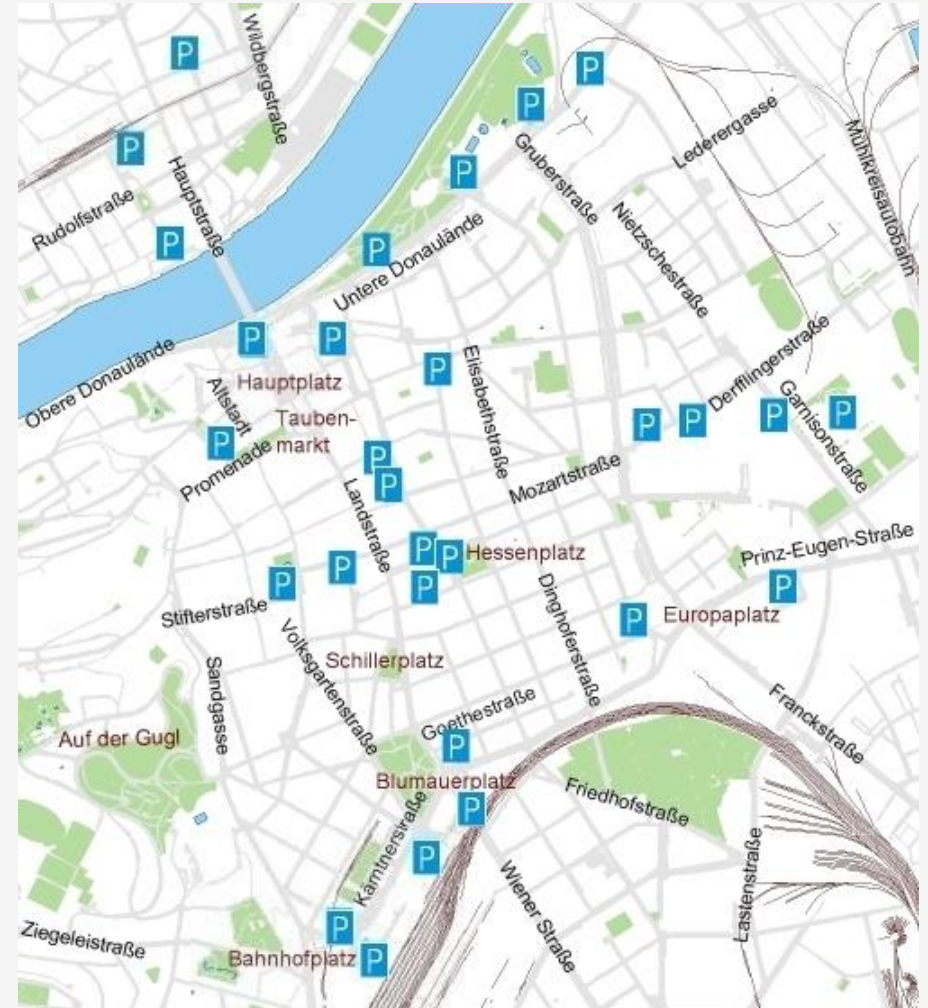
Data gathering from our wireless sensing systems to collect outdoor parking availability in real time, giving each spot or areas situation:



Urban parking guidance system – data gathering



Whenever the off-street or indoor parking devices are connected, collect the real time availability data to complete the sensing systems data gathering:



Urban parking guidance system – guiding



Distribute the information to DMS & Apps to guide people from planning their trip to the heart of the city, according to your mobility plan:

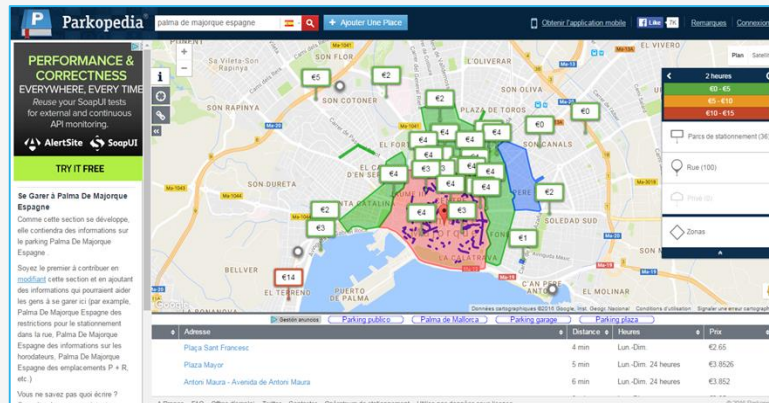
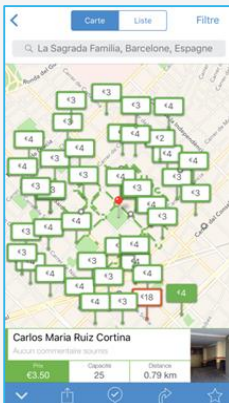
Dynamic message signs for on-site guidance:



Set your own management rules:

- The real data can be transformed to serve the mobility objectives of the city
- The city center parking availability can be voluntarily reduced for the users to privilege P+R and indoor parking
- This way, the drivers when reaching the city won't try to find a spot in the center and park directly in P+R or indoor parking
- It avoid useless traffic within the city for the benefits of all

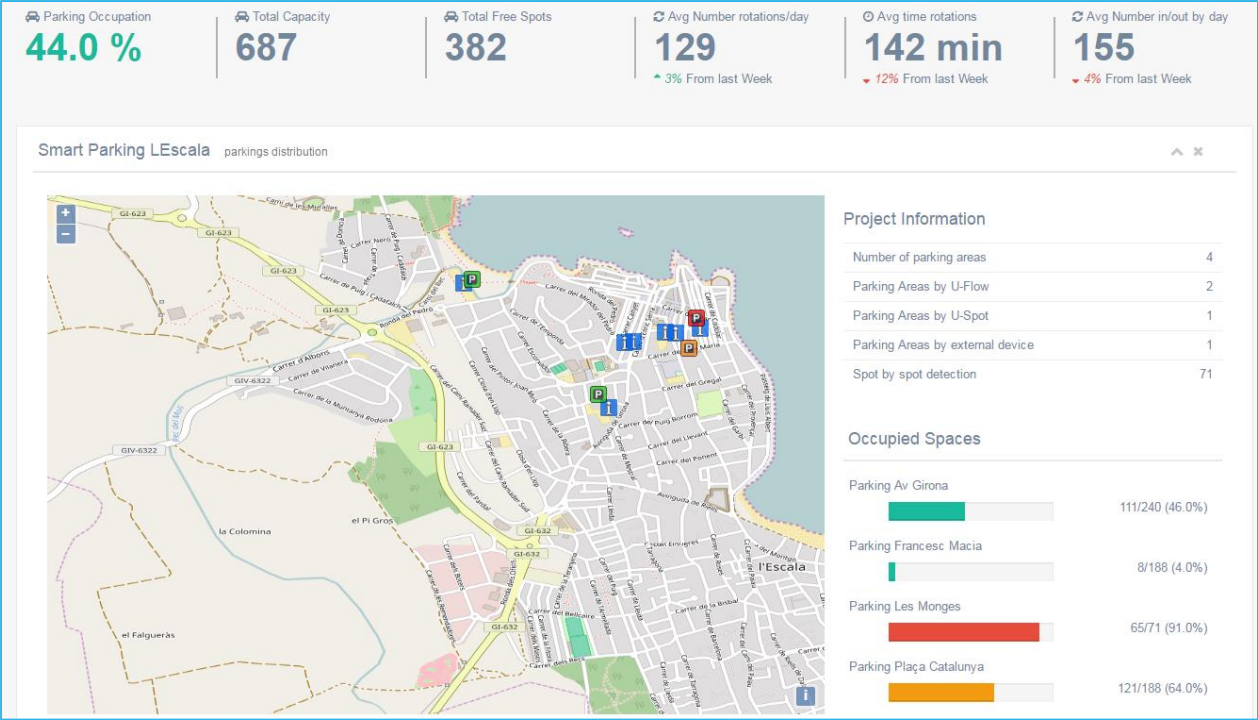
Parkopedia free mobile application giving real time parking availability per zone:



Outdoor parking guidance system – analytics



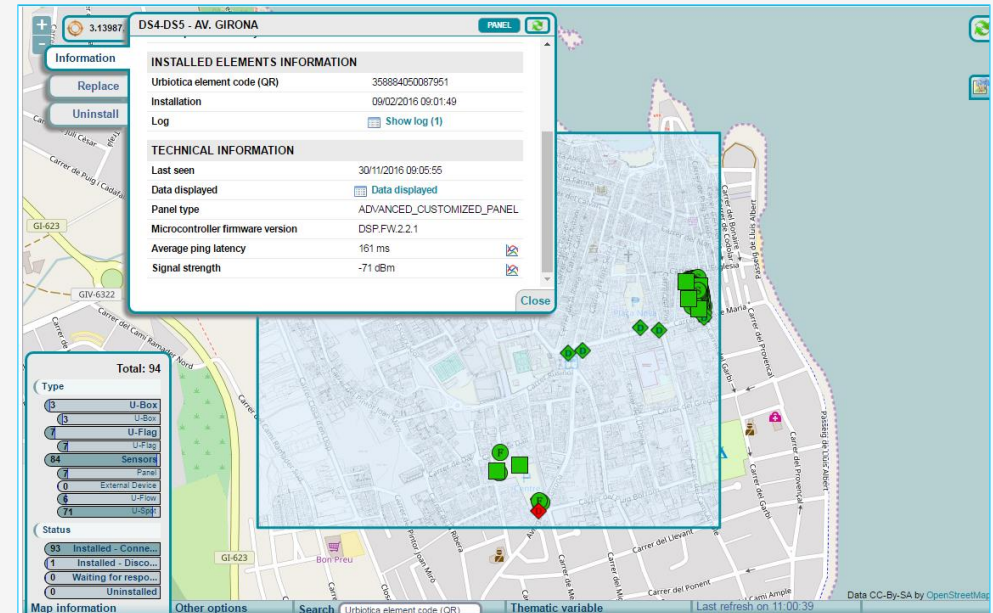
Analyse the use of your parking areas & adapt your policies according to the mobility plan based on real and detailed data:



Outdoor parking guidance system – device management



Configure, install, manage & maintain the system remotely:

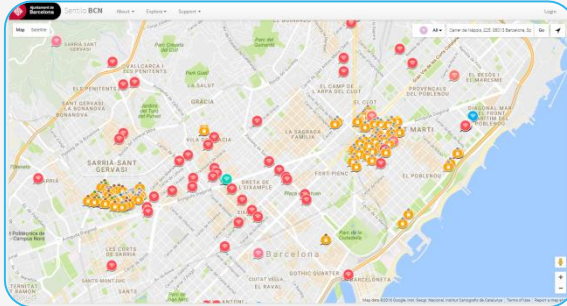


U-Admin includes a web application to install, manage and monitor the devices. An APP is also available for the task on the field.

Its tools allow:

- ▶ To configure projects by uploading the locations where the devices will be install.
- ▶ To activate the devices by reading their QR code.
- ▶ To monitor the system performance by receiving alerts and analyzing performance dashboards
- ▶ To remotely configure and manage the system.
- ▶ User and permission management.

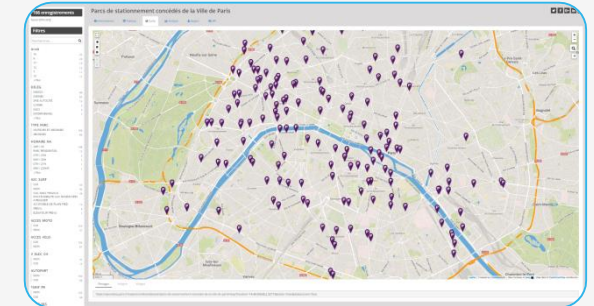
Outdoor parking guidance system – integrations



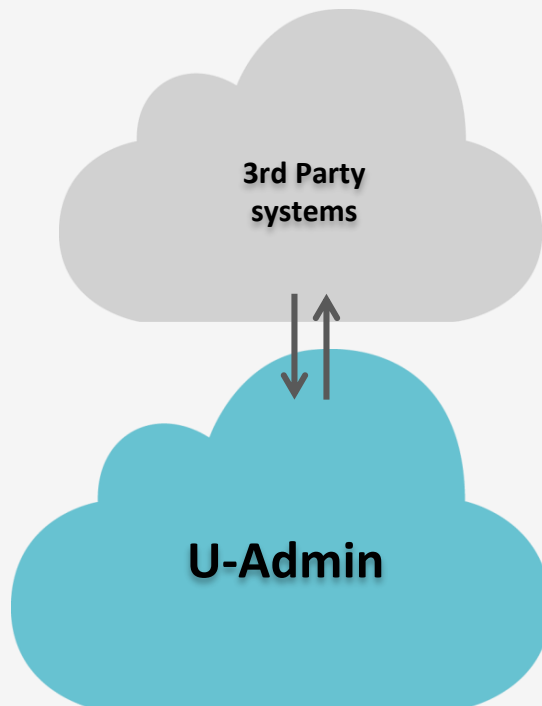
Smart City dashboard



IoT platform



Open Data

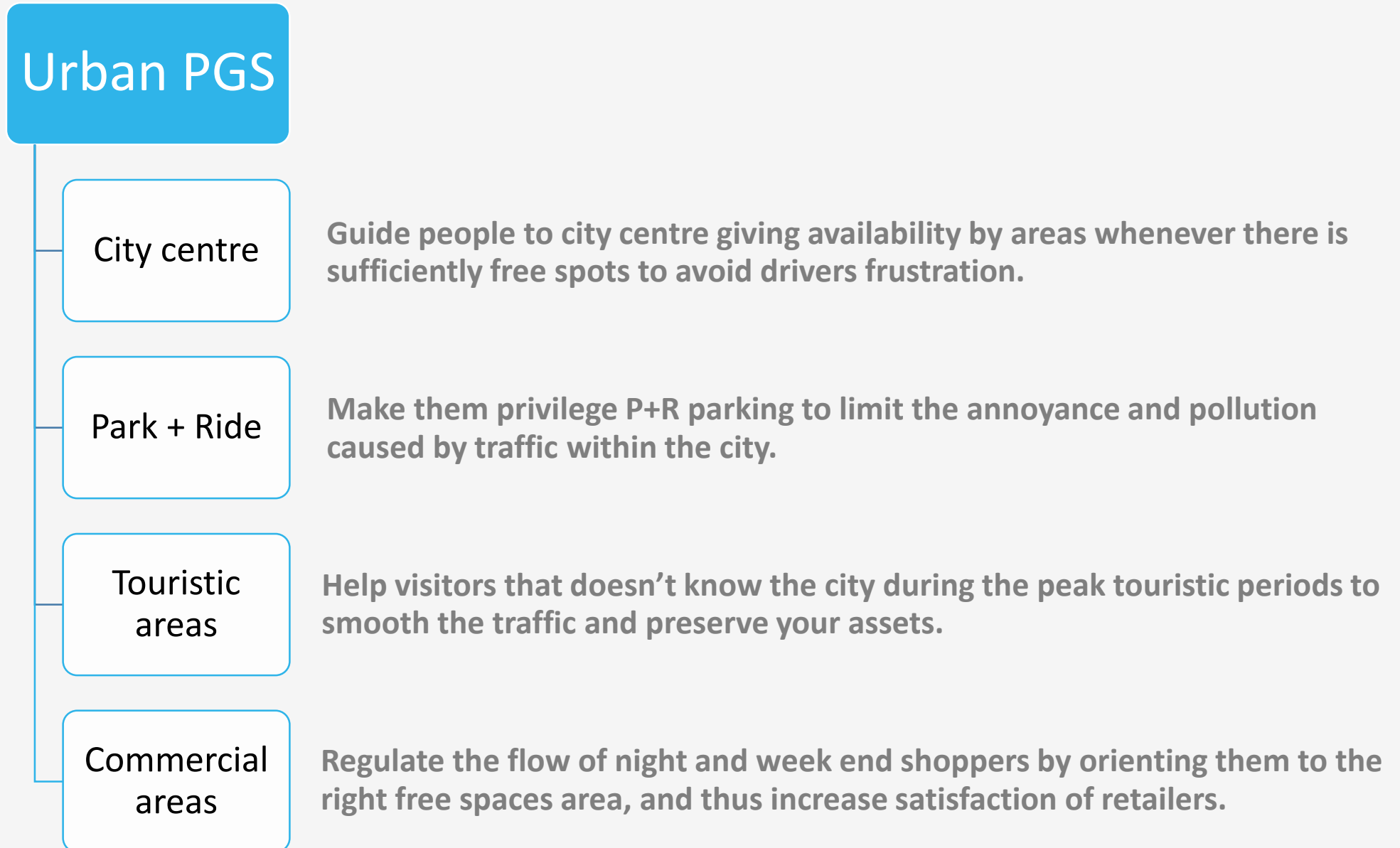


API (Automatic Programming Interface) is a integration service that allows you to access to the information generate by sensors. There are 2 types of services:

- ▶ Web services (SOAP & RESTFul)
- ▶ Pub/Sub (AMQP).

It is useful to integrate easily with:

- ▶ Existing parking management system.
- ▶ Dynamic Message Signs.
- ▶ IoT, Smart City & Open Data Platform.
- ▶ Any other 3rd party applications.





- ▶ Reduce drivers' **time & stress** looking for parking
- ▶ Reduce traffic **accidents**
- ▶ Allow them to **better plan** their **trip**



- ▶ Regulate **car flows & limit the traffic** in the city center up to 20%
- ▶ Reduce **pollution** and related **noise**
- ▶ Promote **alternative** transportation modes
- ▶ Improve **quality of life**
- ▶ Give a **better image** of the city to visitors



- ▶ Elaborate the **mobility plan** based on **real** parking use **data**
- ▶ Enhance the **visibility** of the Administration improvements
- ▶ Increase the **citizens satisfaction**
- ▶ Position as a **Smart City**
- ▶ Stimulate **local business**
- ▶ Avoid new parking construction thanks to the **optimization of the existing space**

Touristic cities

L'Escala – Spain: Avoid traffic jams



7 DMS
Guiding app



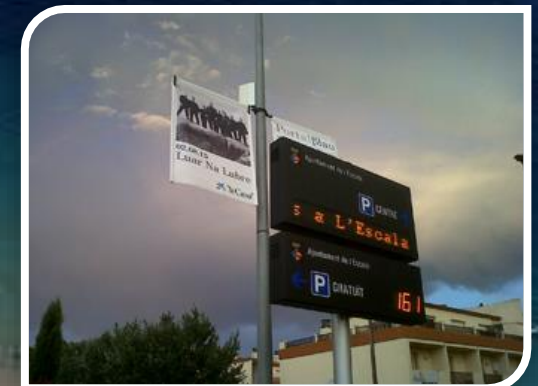
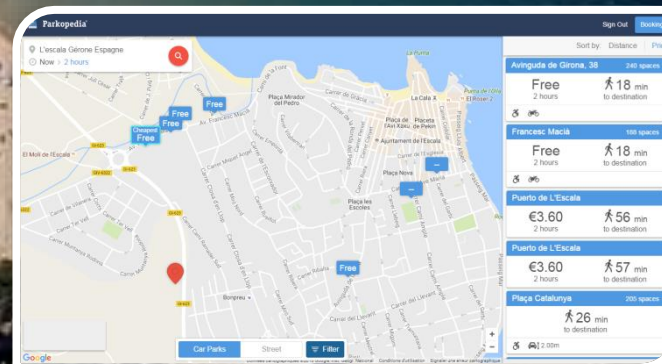
704 spots
77 sensors



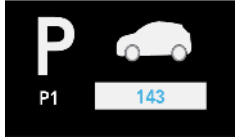
↑ Satisfaction



↓ 30% traffic



Eivissa – Spain : Regulate the summer traffic



1 DMS



83 spots



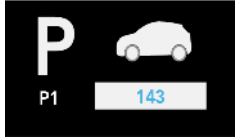
↑ Satisfaction



↓ 30% traffic



Las Condes – Chile: Ease the access for the customers



Guidance DMS



690 spots
130 sensors



↑ Satisfaction and
people influx



↓ 30% traffic



CRISTIAN AGUILA, DEPUTY DIRECTOR OF IT AT ENTEL

“From the resident’s point of view, a reduction in travel times and more effective movement are the 1st expectations in terms of mobility; we have seen that “Smart” solutions, particularly Smart Parking, can meet these challenges. The potential benefits are numerous, from the management of payment fraud and misuse, to pricing structure changes according to periods of use.”



Castellón – Spain: Increase vehicles rotation



10 DMS



603 spots



↑ Satisfaction



↓ 30% traffic

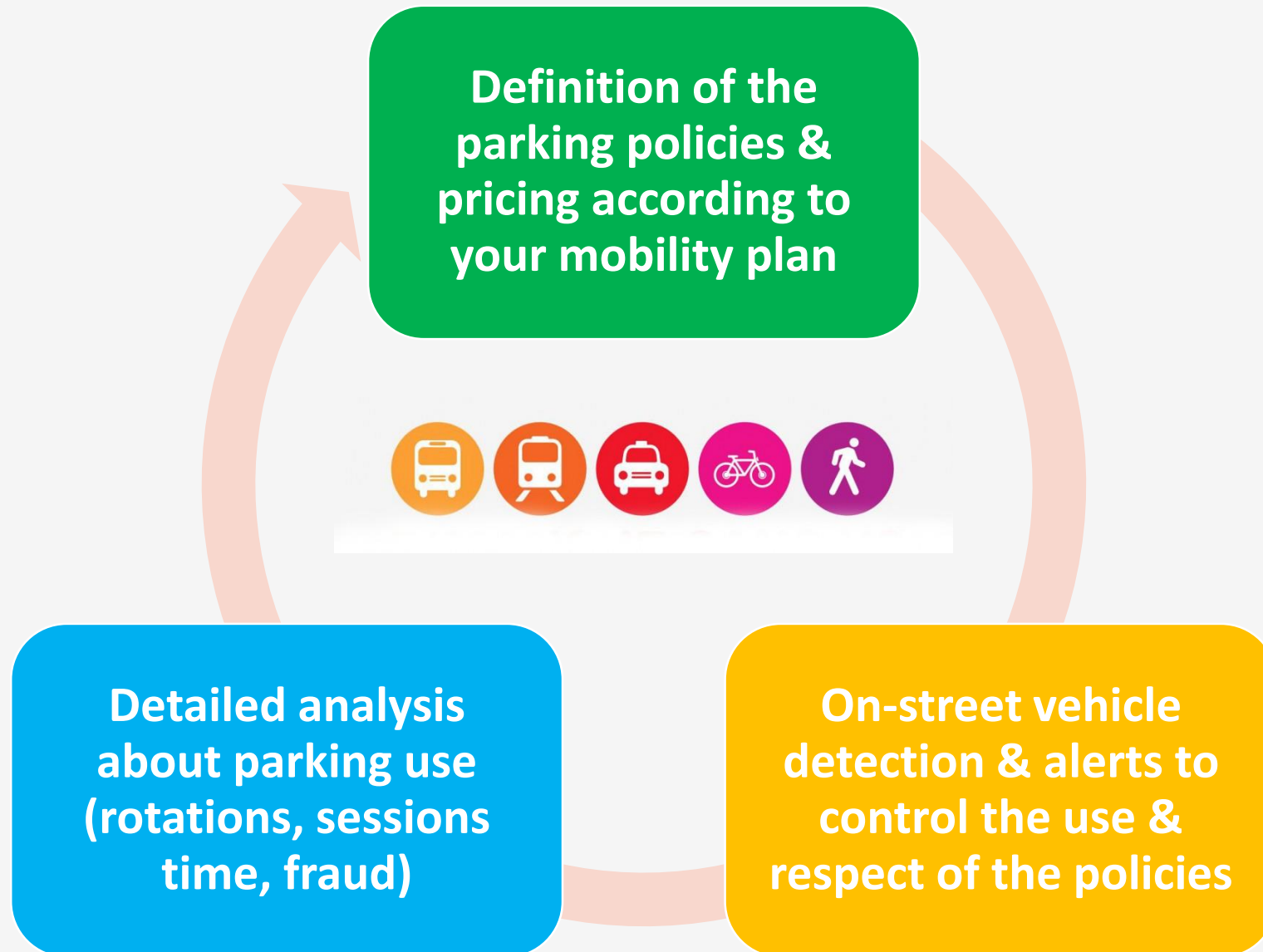


CARMEN ALBERT, MOBILITY ADVISOR IN CASTELLÓN

“Motorists can see immediately and in real time how many places are free, which enables them to decide if they will park their vehicle where they are, or continue to other parking areas. This means they do not drive around the city needlessly, and so they save time. With the digital signage, we want to improve mobility in different areas of the city, prevent congestion, and thereby reduce pollution arising from traffic.”

Regulated parking control

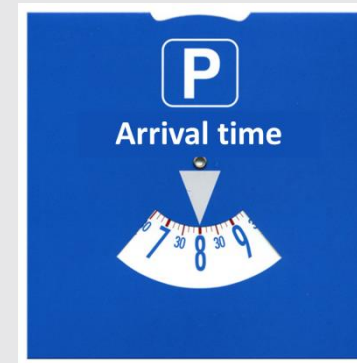




Spot by spot detection crossed with data from parking regulation & use (time, payment, reserved spots):



PARKING RULES RESERVED SPACES

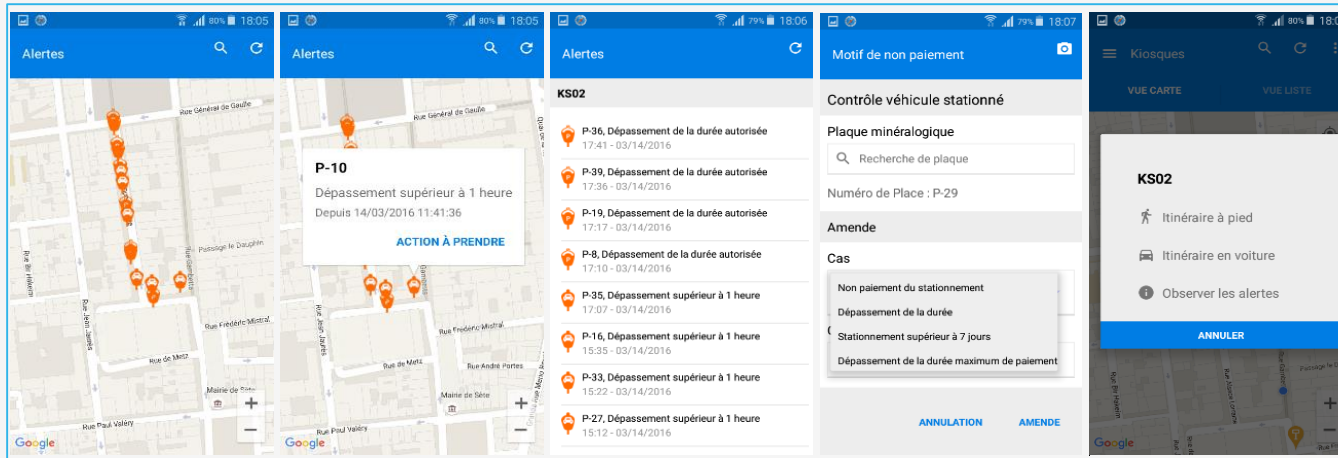


Regulated parking control – control



Spot by spot real time alerts regarding parking use infractions:

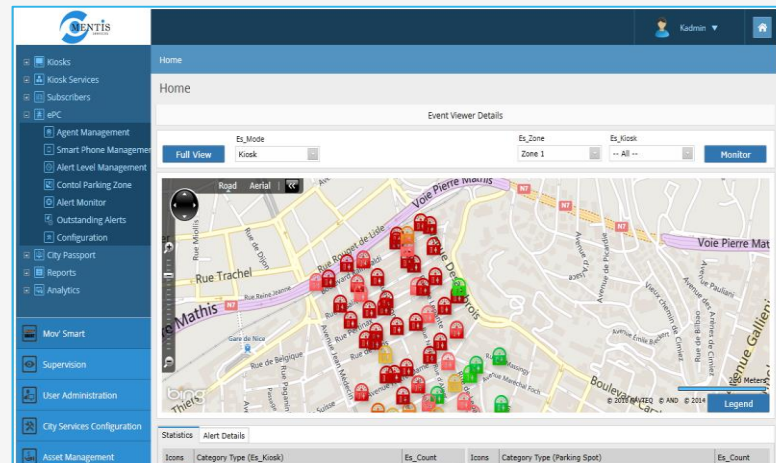
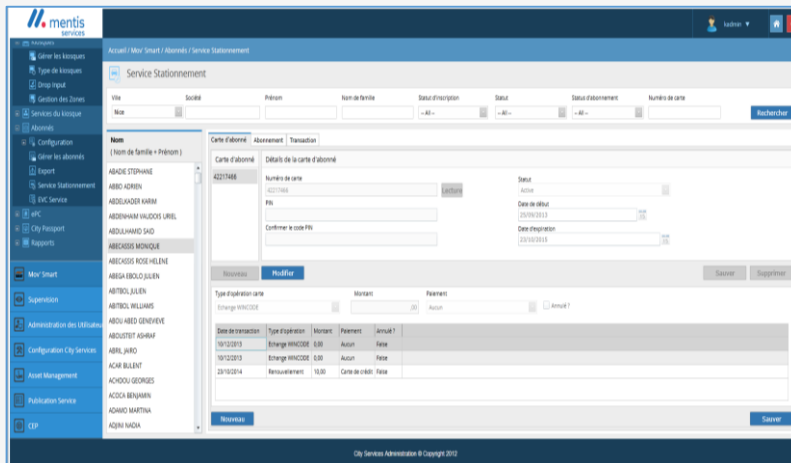
Android mobile app e-PC for wardens:



App main features:

- Real time alerts according to the parking rules defined by the manager
- Multimodal guiding to the space with car in infraction
- Acknowledgement with commentaries option

Web version of e-PC for configuration and alerting for the manager:

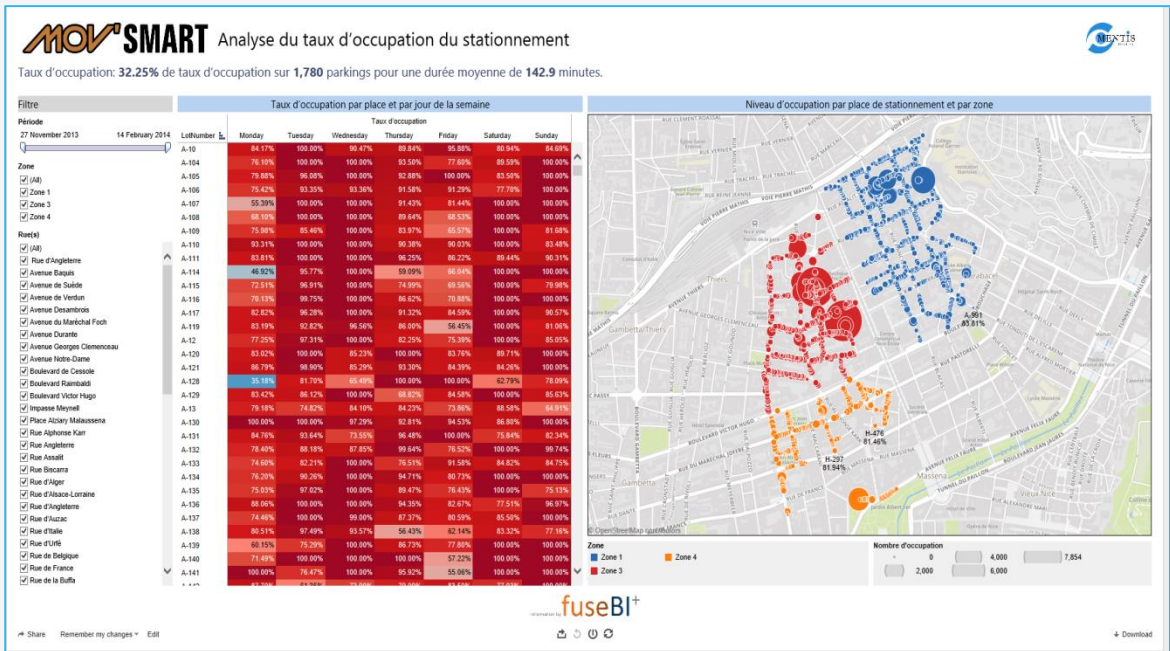


Web main features:

- Definition of parking rules
- Supervision of alerts and wardens activity
- Historical alerts data

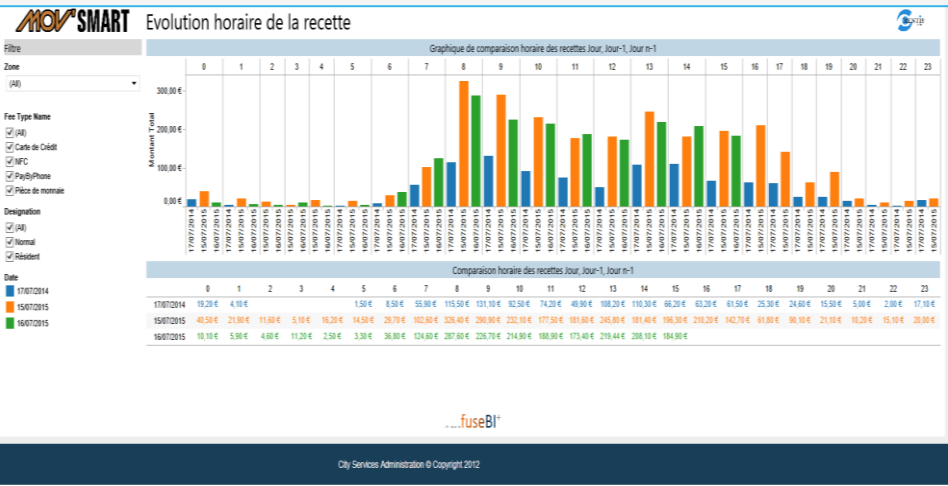
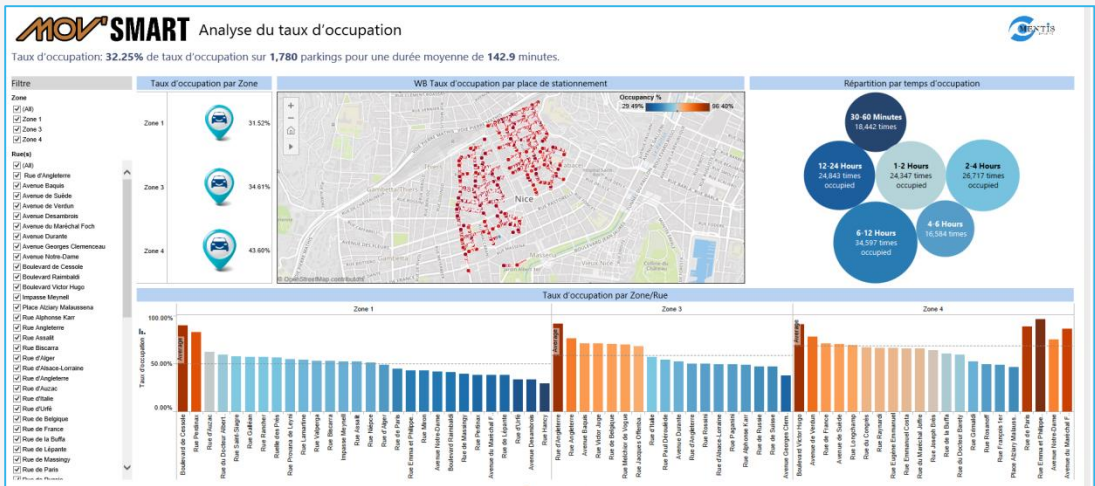


Analyse the use of your parking areas & fraud to improve efficiently your parking management:



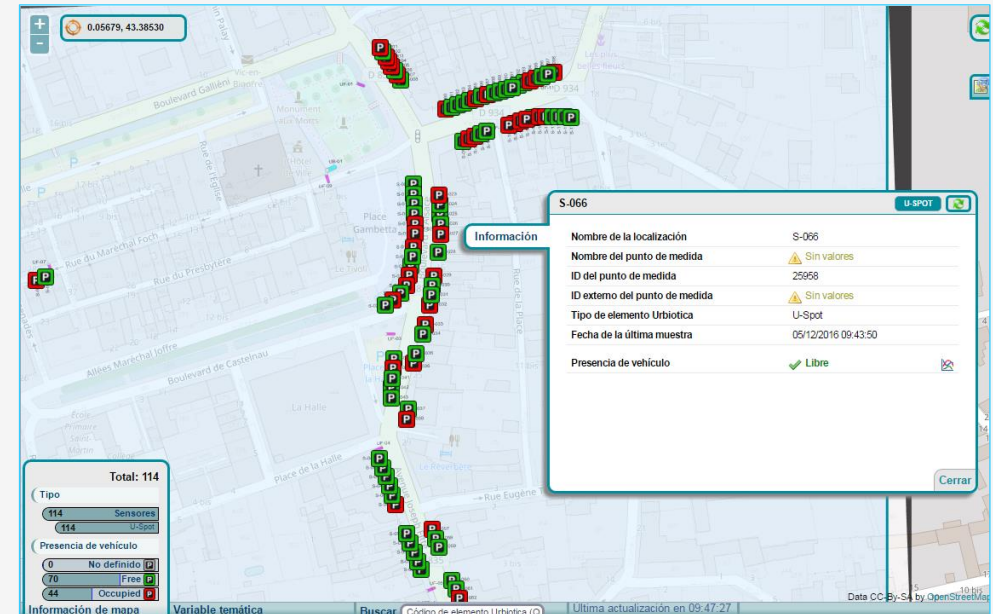
e-PC Analytics functionalities:

- Information sent by the sensors are collected by the system and allow the analysis of the following indicators:
 - Occupation rate per spot
 - Rotation rate
 - Fraud rate
 - Alerts analysis
 - Estimated revenues based on parking use
- This information can be analysed according to time criteria (hour, day, month, ...) as well as geographical criteria's (targeting districts, streets, ...)





Configure, install, manage & maintain the system remotely:



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Its tools allow:

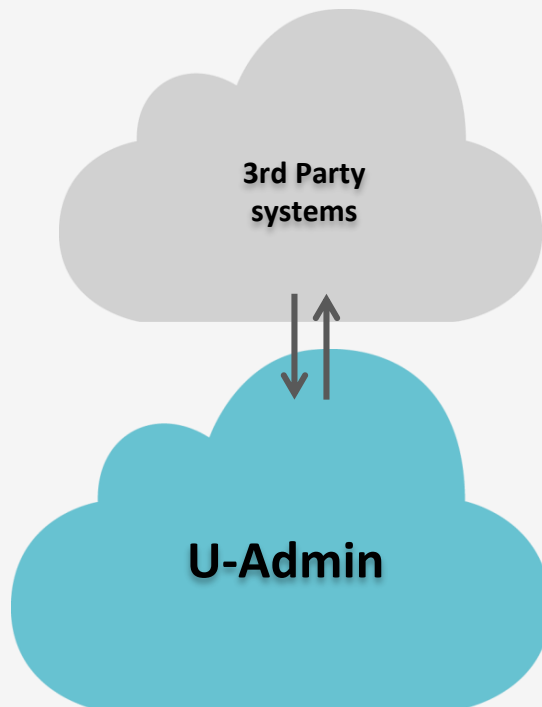
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Parking management software



Parking enforcement tools

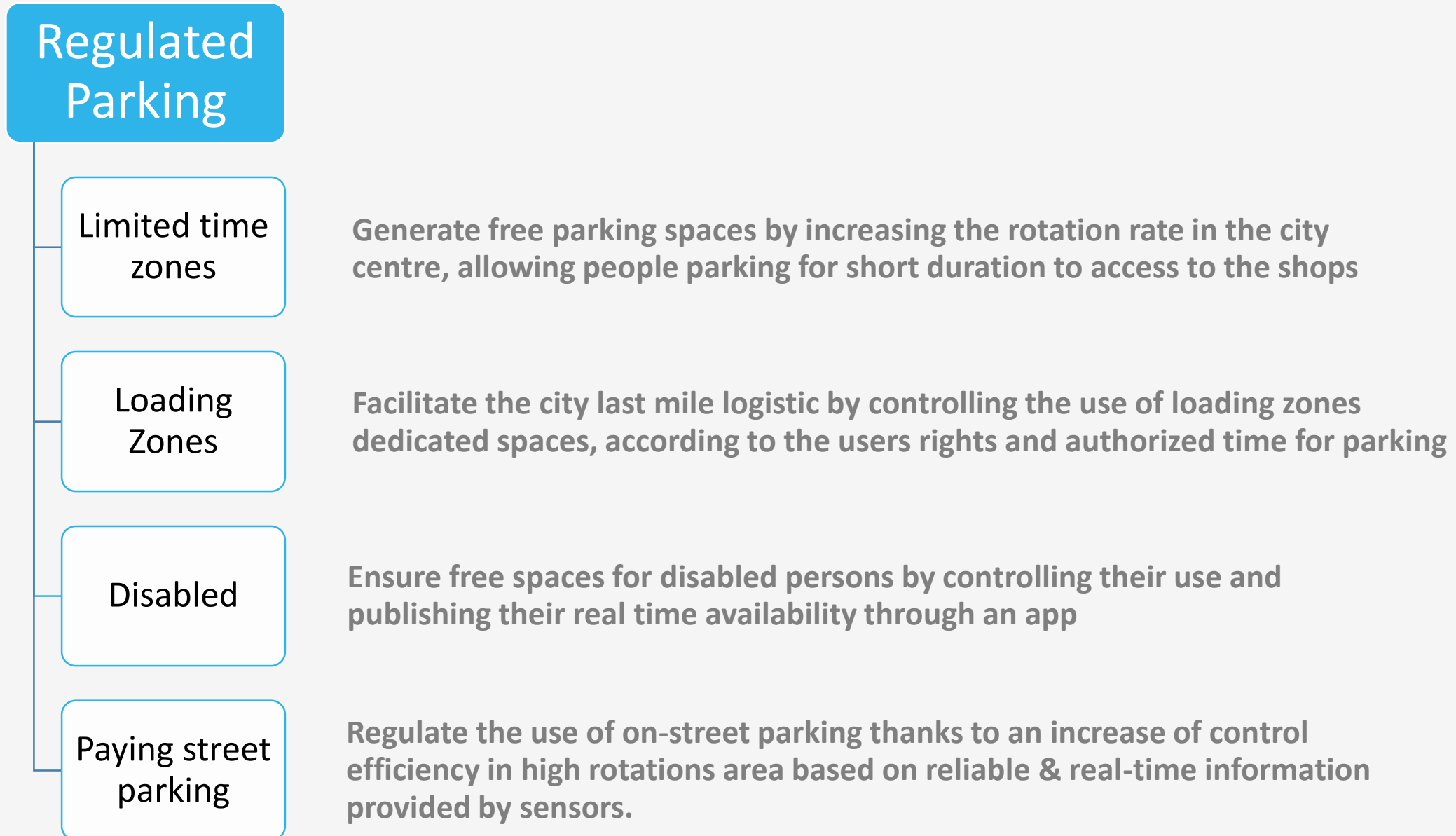


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- ▶ Existing parking enforcement field tools.
- ▶ Any other 3rd party applications.





ROI



- ▶ Higher enforcement workforce **productivity**
- ▶ Stimulate **local business**
- ▶ Increase **revenue** thanks to a better **control**
- ▶ Avoid new parking construction thanks to **the optimization of the existing space**



- ▶ Increase **rotations** in regulated areas
- ▶ Improve **parking availability** thanks to the increase of rotations
- ▶ Reduce drivers **time & stress** looking for parking



- ▶ Increase the **citizens & retailers satisfaction**
- ▶ Position as a **Smart City**
- ▶ Elaborate the **mobility plan** based on **real parking use data**
- ▶ Enhance the **visibility** of the Administration improvements

Parking time limit control

Vic-en-Bigorre – France: Boost the city center shops activity



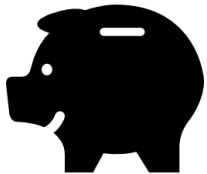
Time infraction alerts
in real time



114 spots



Citizens and users
satisfaction

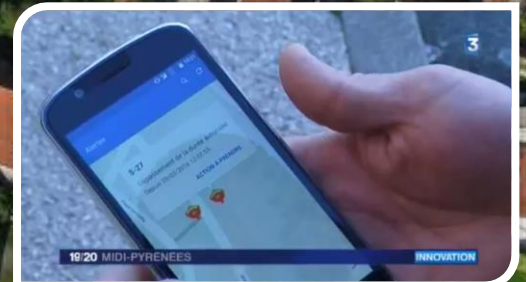


10 fines per day



Clément MENET, Mayor of Vic-en-Bigorre

« It is a true problem, we could not park in the center of Vic. When a Mayor says, I want to boost my city center, especially regarding the shopping malls, this what allows to say concretely: we can come to shop in Vic, we can come to see the retailers, we can park. »



Parking time limit control

Lugones – Spain: control the short duration parking spots



↑ Productivity of wardens



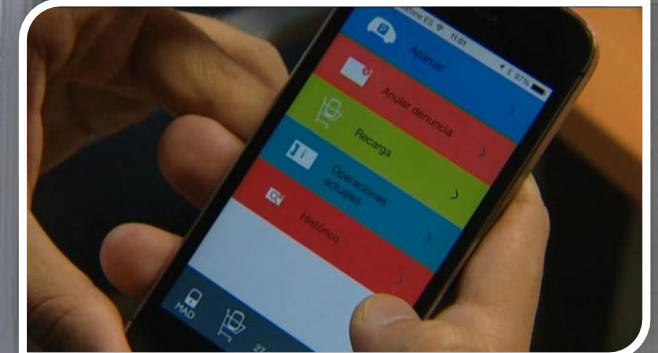
Pay by phone



46 spots



↑ Rotations



Regulated parking in city centre

Sao Leopoldo – Brazil: control parking payment



↑ Productivity of wardens



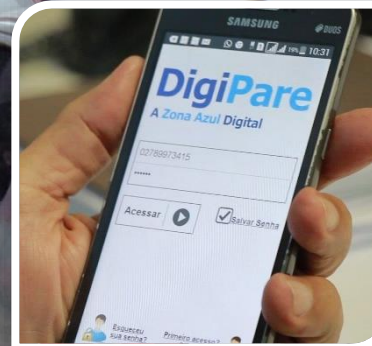
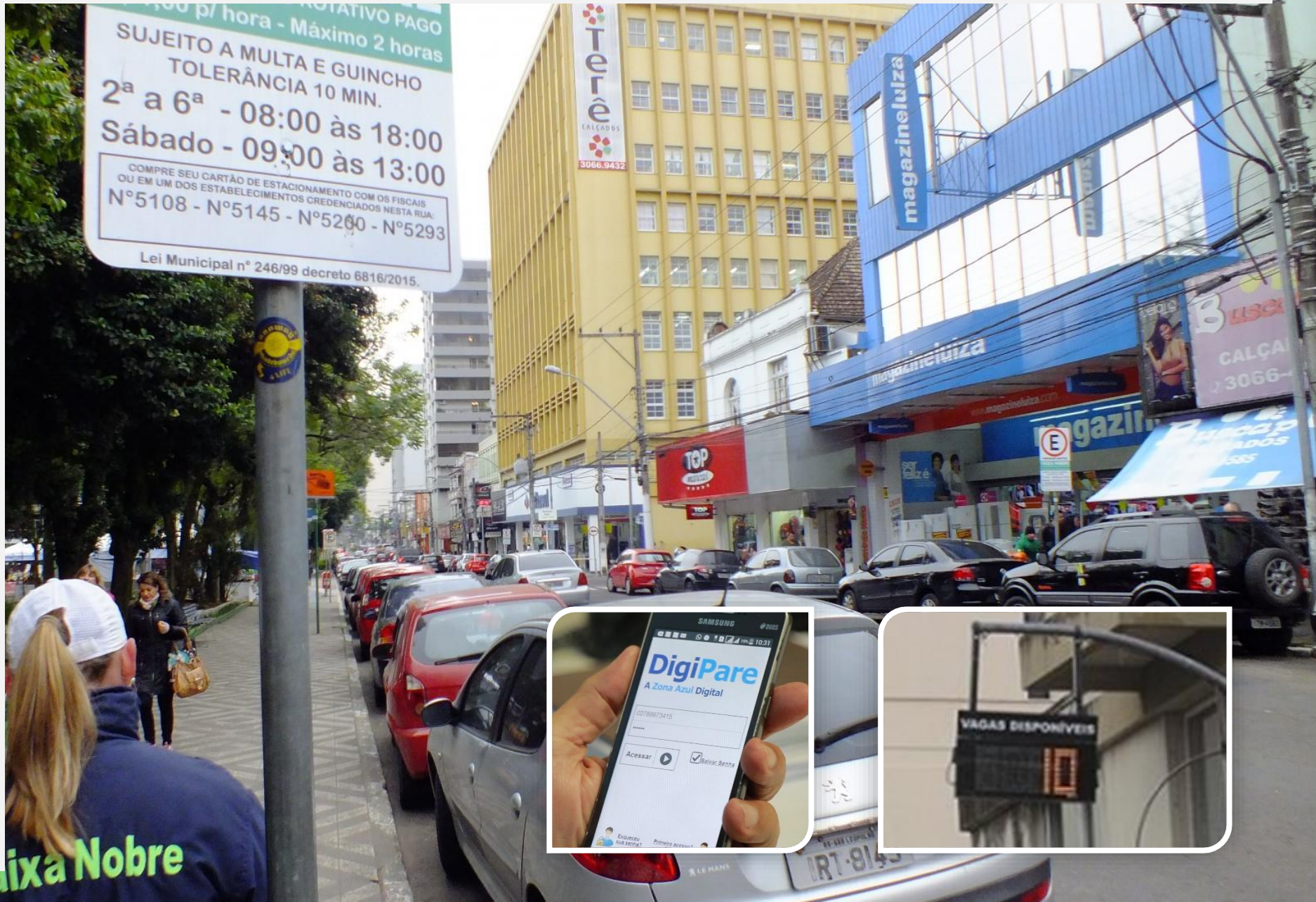
Pay by phone



46 spots



↑ Rotations



Regulated parking in city centre

Nice – France: Optimize mobility



570 new payment kiosks



4,500 spots



550,000 users

ROI

25% revenue



CRISTIAN ESTROSI, MAYOR OF NICE

“At any given time, about 20% of cars in the city center are actively looking for a parking space, with all that this implies in terms of pollution, traffic congestion... But even at peak times, 13 to 14% of spaces remain vacant!”



Improve access and parking

Sète – France : Restore the image of the city



Traffic monitoring



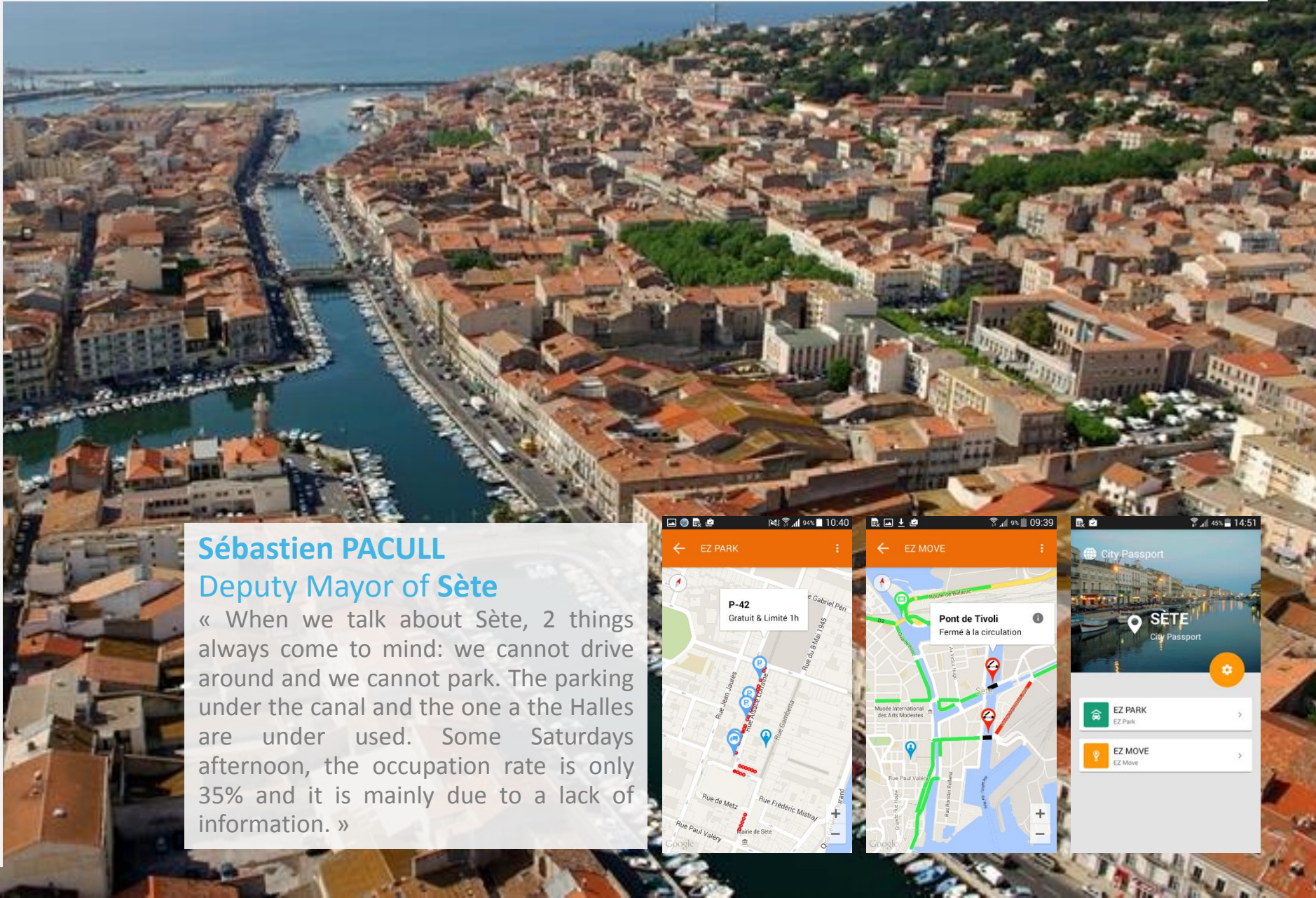
Monitoring of
bridges' access



43 spots

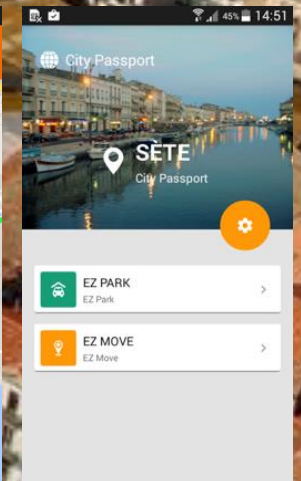
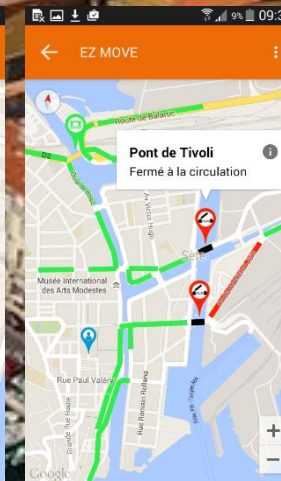
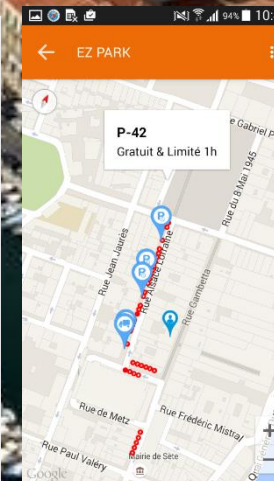


Users and visitors
satisfaction



Sébastien PACULL Deputy Mayor of Sète

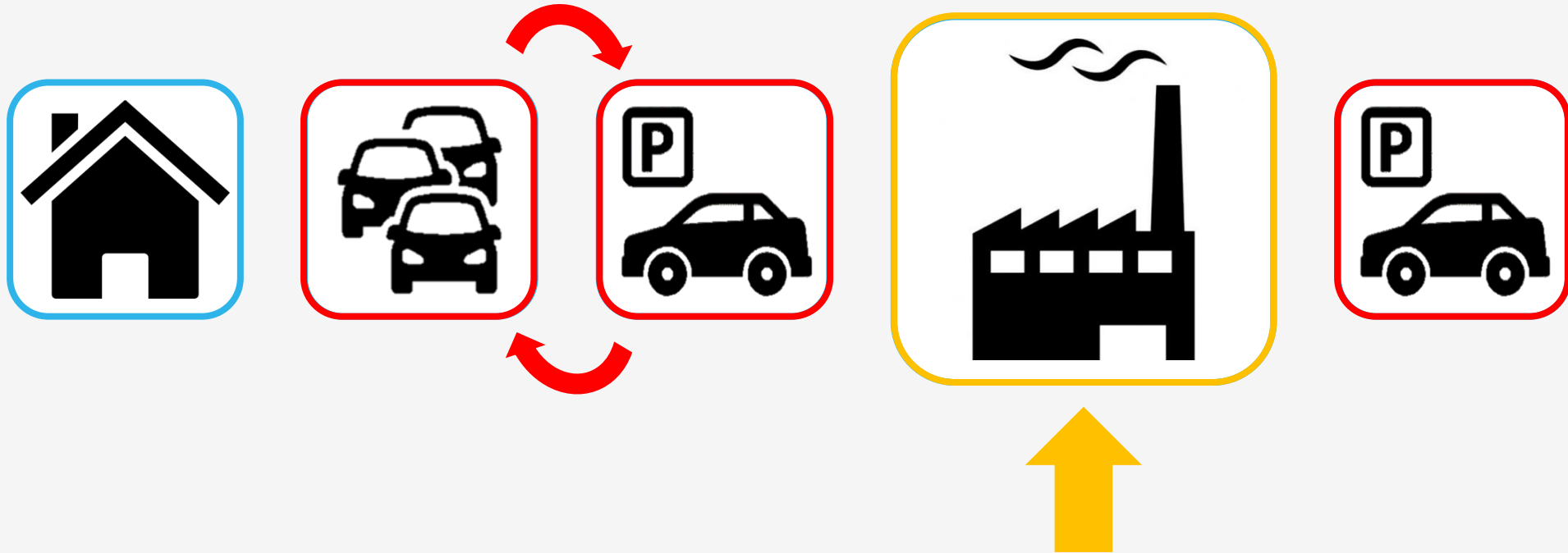
« When we talk about Sète, 2 things always come to mind: we cannot drive around and we cannot park. The parking under the canal and the one at the Halles are under used. Some Saturdays afternoon, the occupation rate is only 35% and it is mainly due to a lack of information. »





GUIDANCE FOR COMPANIES' PARKING

The typical labor day implies at least 2 parking experiences:

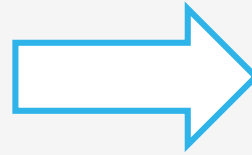


Parking difficulties encountered by employees when reaching their workplace affect their productivity and company loyalty:

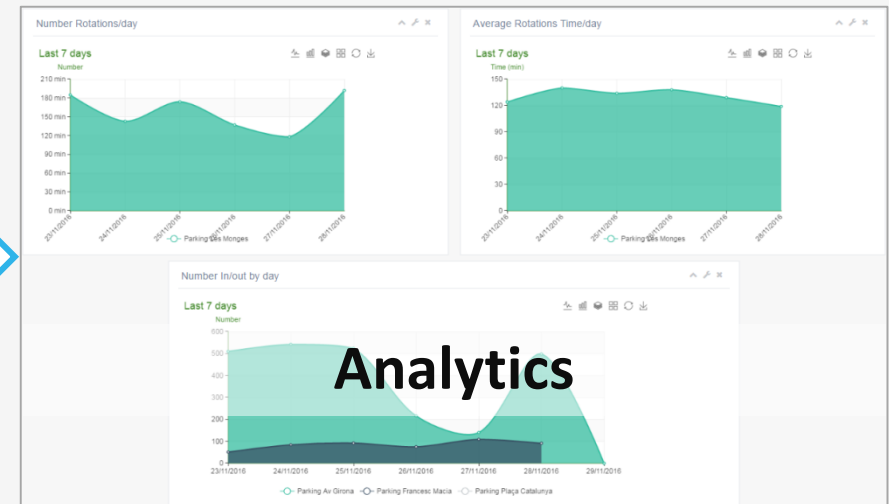
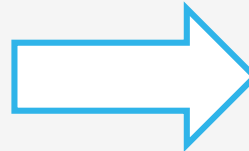
- ▶ **Time, fuel and energy wasted** looking for a vacant parking spot
- ▶ **Stressful experience** affecting their productivity at work
- ▶ **Poorer vision** of their Company
- ▶ **Possible traffic issues in the surrounding of the site** with possible effect on the Brand image of the neighbors



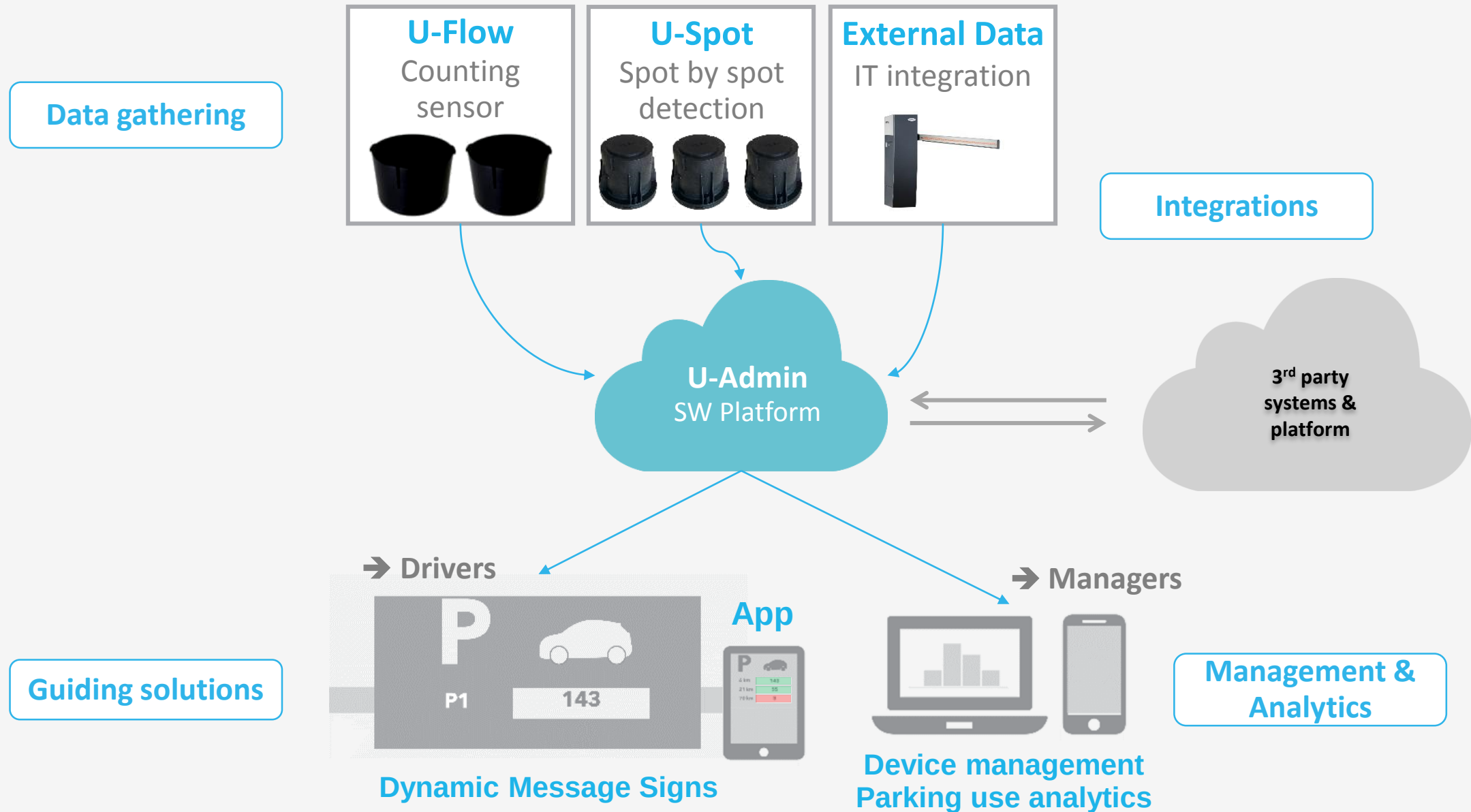
**Guide people toward
area with free parking
spots**



**Better plan your
parking management
thanks to real
occupation data**



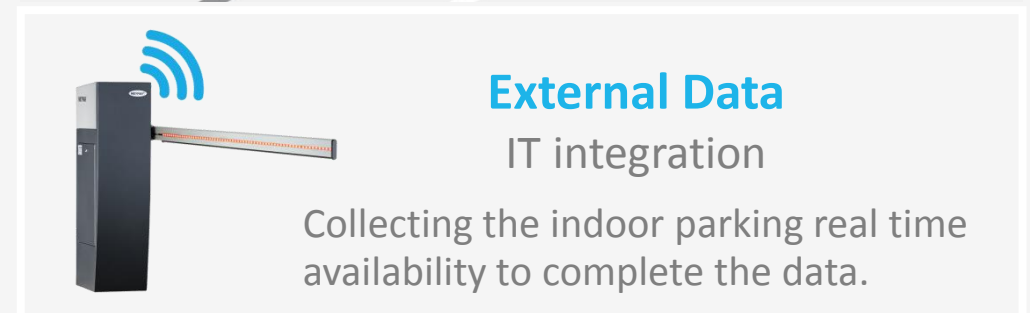
Companies parking guidance system – the solution



Companies parking guidance system – data gathering



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Companies parking guidance system – guiding

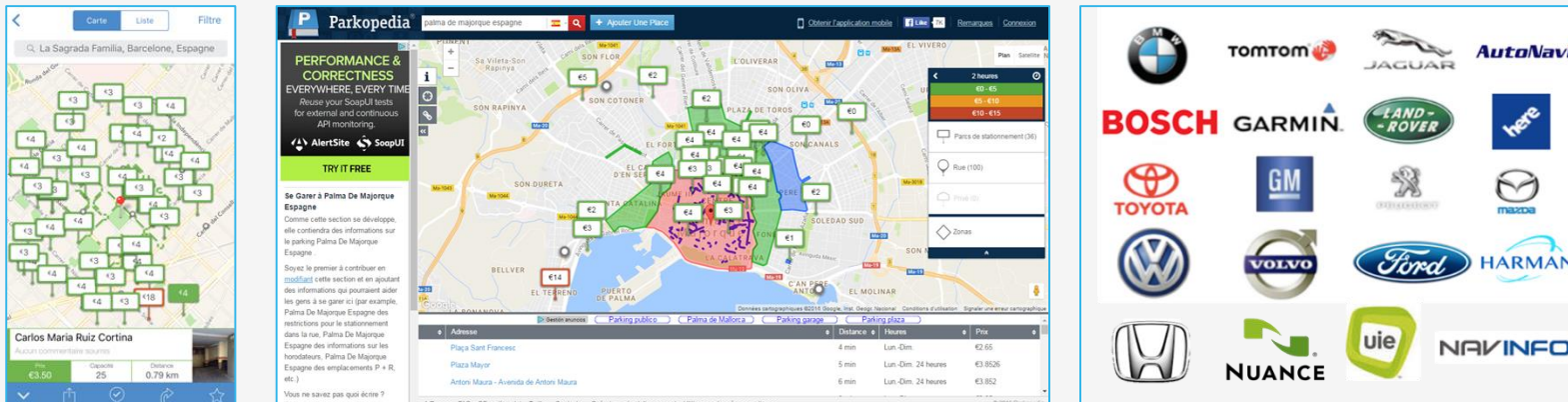


Distribute the information to DMS & Apps to guide people from planning their trip to the arrival on site:

Dynamic message signs for on-site guidance:



Parkopedia free mobile application giving real time parking availability per zone:

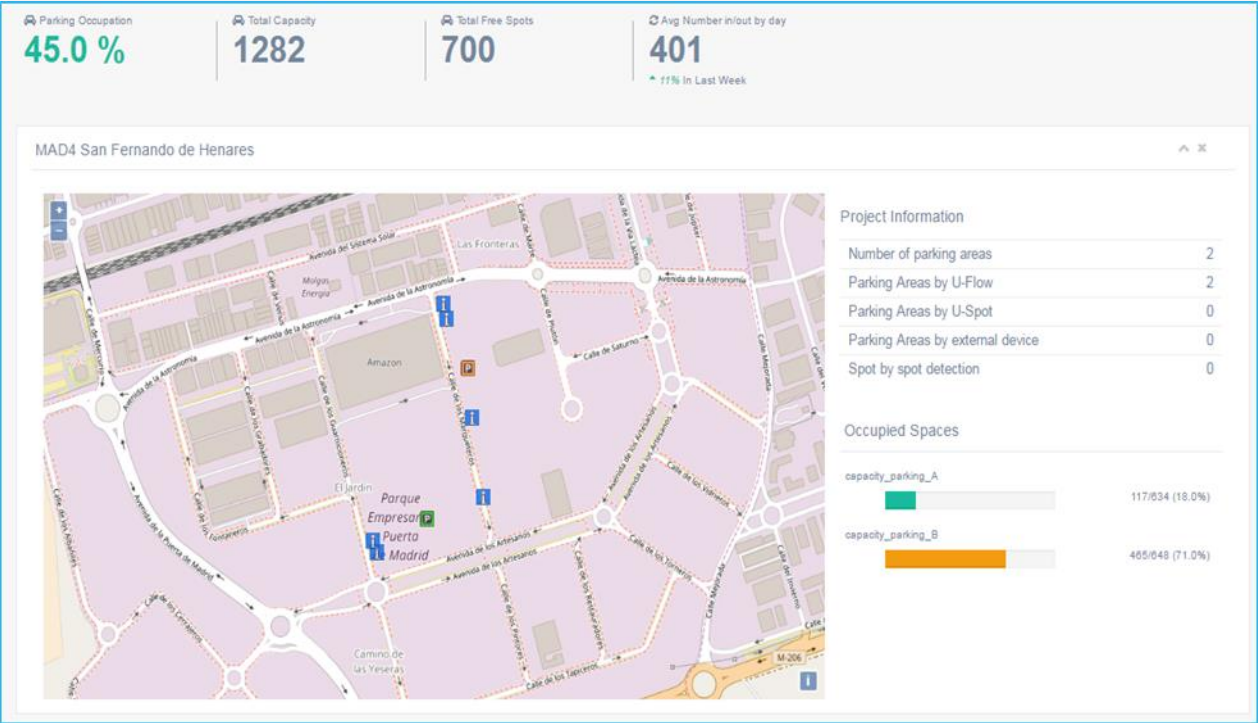


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- This way, the drivers when reaching the site will go directly to areas with more possibility to find parking spaces
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Analyse the use of your parking areas & adapt your parking management:



Dashboards functionalities:

- ▶ Get a quick overview of your parking areas' availability and status
- ▶ Follow the evolution of your principal indicators:
 - Number of entrances/exits
 - Availability rate over time
- ▶ Ensure the connectivity of your DMS and manage the messages delivered to the visitors and employees

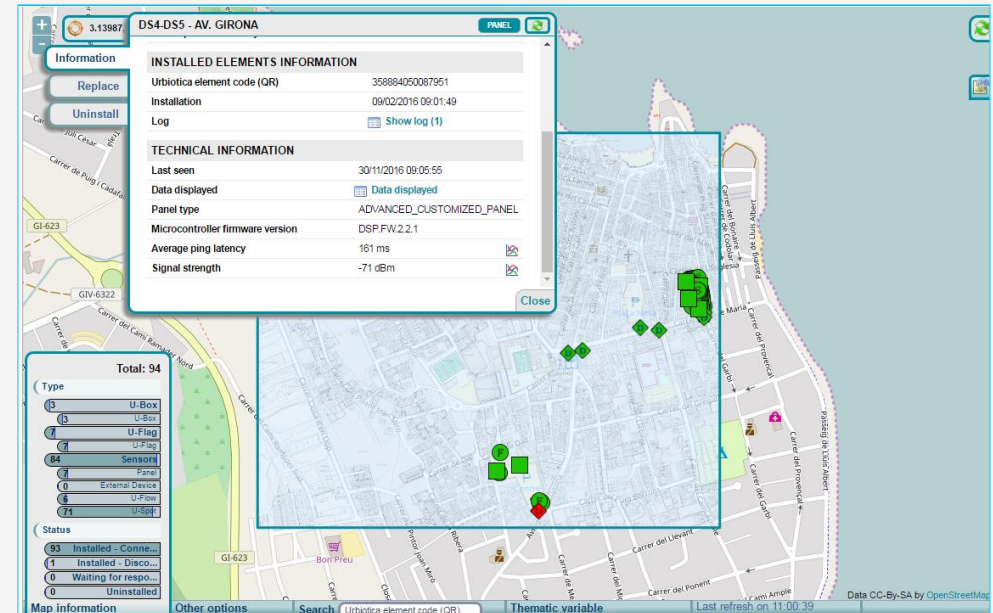


Displays

Name	Info	Configuration	Status	Edit
PANEL MARQUETEROS	586	Parking gauging	Connected	
	265	Parking gauging		
PANEL GUARNICIONEROS	265	Parking gauging	Connected	
	586	Parking gauging		



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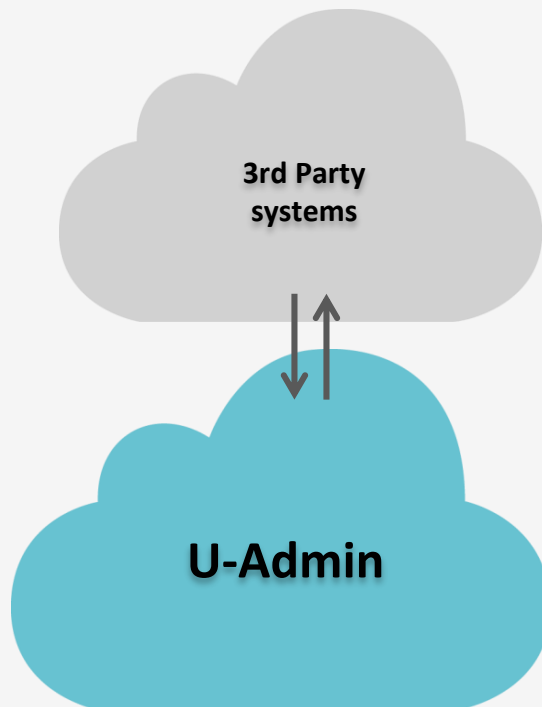
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Facility Management System



Building Management System



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- ▶ Pub/Sub (AMQP).

It is useful to integrate easily with:

- ▶ Dynamic Message Signs.
- ▶ Companies FM & BM systems.
- ▶ Any other 3rd party applications.



Strengthen the innovative position of the company

- ▶ Reduce the **time looking for parking**
- ▶ Reduce the traffic caused by looking for parking, as well as related **air and noise pollution** of the environment
- ▶ Improve satisfaction and parking experience of visitors and employees, as well as their productivity
- ▶ Improve the **image** of the Company for the employees, as well as their **loyalty**
- ▶ Improve the **knowing** of the parking's **use** to optimize its **management**
- ▶ Give the image of a Company at the **forefront of innovation**

Companies' parking

Audi – Ingolstadt: modernize the image of the plant



22 DMS
& guiding app



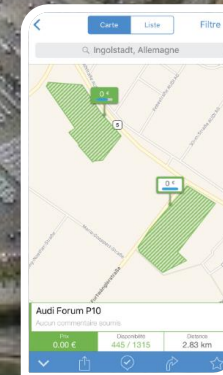
5.000 spaces



22 U-Flow

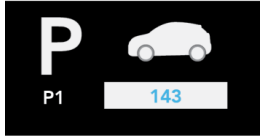


↑ Employees
satisfaction



Companies' parking

Amazon – Madrid: offer a positive parking experience



6 DMS



2 parking areas
1.500 spaces



12 U-Flow



↑ Employees
satisfaction





GUIDANCE FOR COMMERCIAL & PUBLIC PARKING

The typical experience of commercial & public parking's users



The typical experience from the drivers coming to the mall, the airport or even the hospital implies at least 2 parking experiences:



Up to 30 minutes wasted per visit

“Consumers emotions have a significant impact on their behavior.”

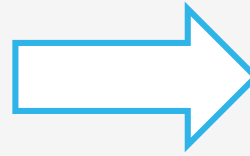
Forrester Research Study, 2015

The difficulties of the users to encounter vacant parking spots when reaching the sites affect the following steps of their visit, especially for the ones offering buying experience & leisure opportunities:

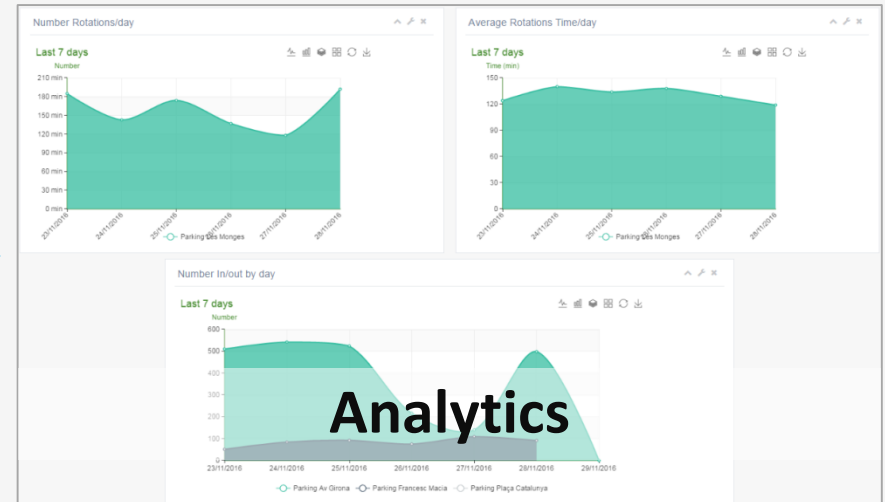
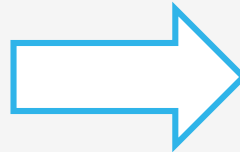
- ▶ **Late arrival** at appointments or transport connections (flight, train, etc...)
- ▶ **Less time** in the mall or commercial areas of the airport, the train station, cities
- ▶ **Less willing to buy**
- ▶ **Less time for other activities**
- ▶ **Poorer image** of the brand



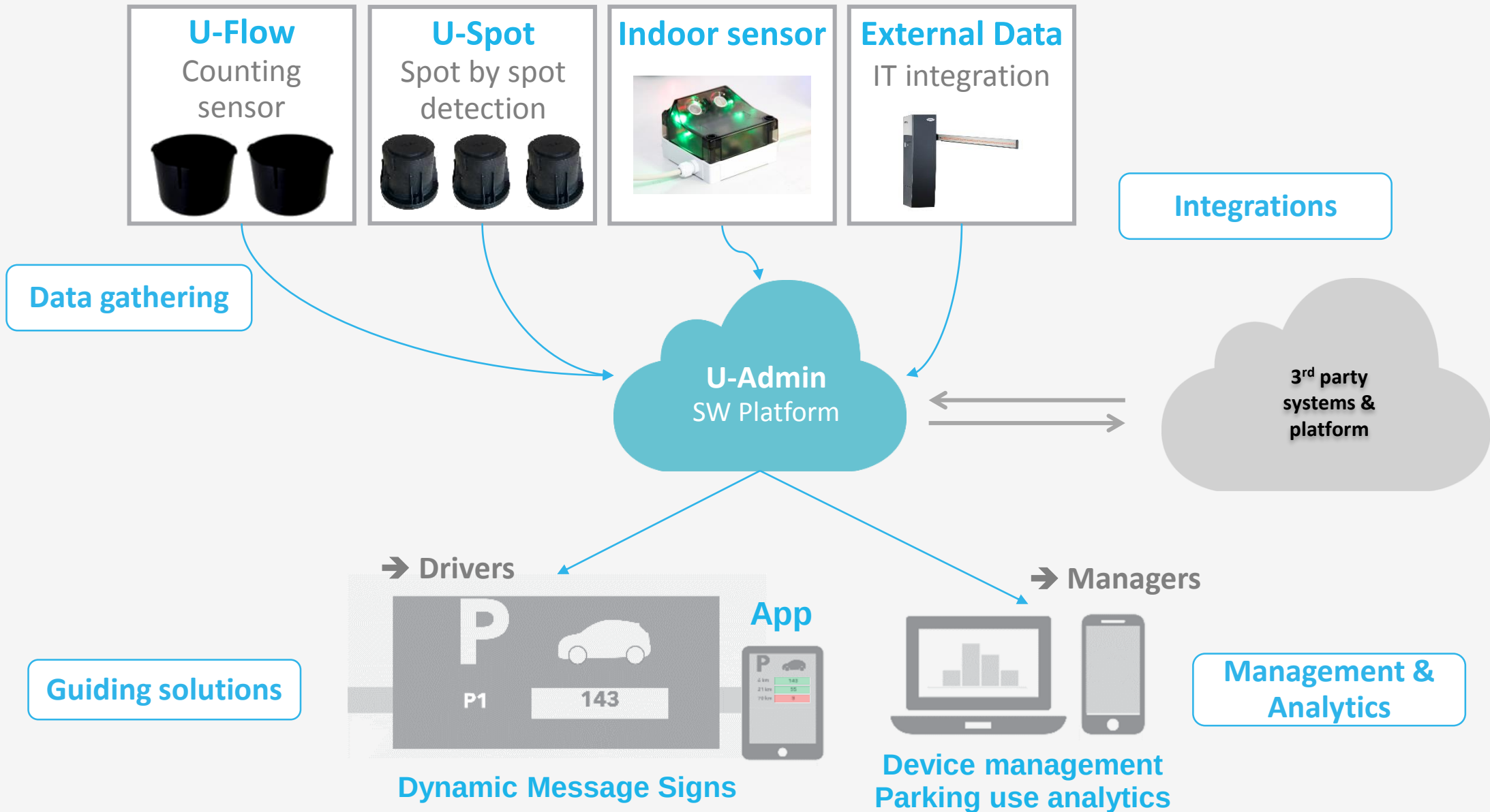
**Guide costumers
toward areas with
free parking spots**



**Better plan your
parking management
thanks to real
occupation data**

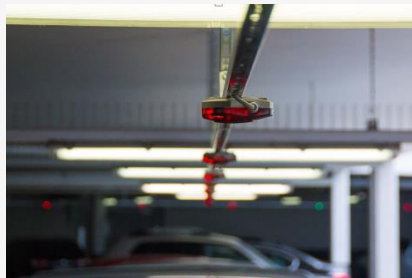
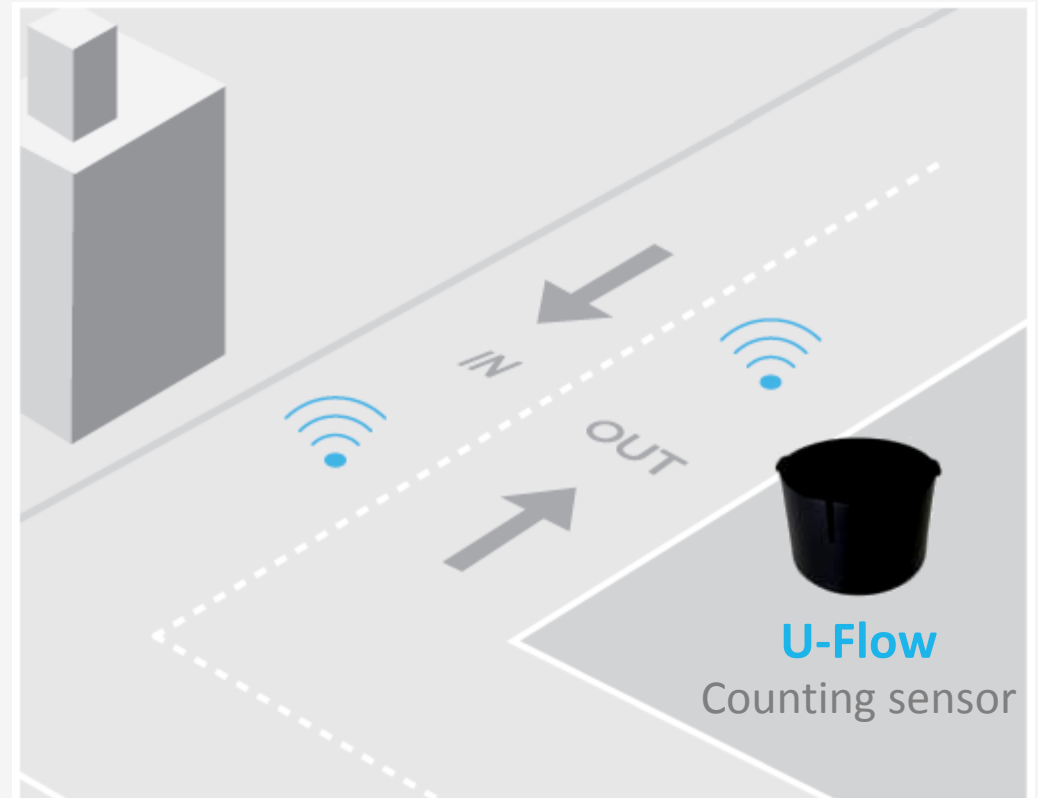
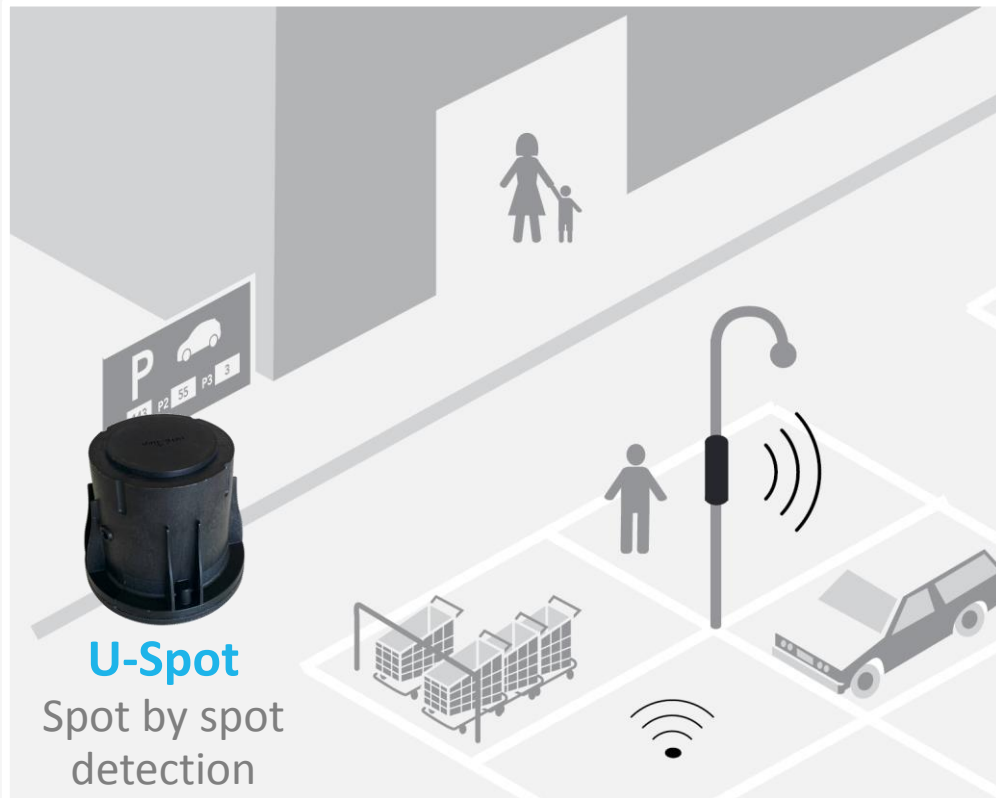


Commercial & public parking guidance system – the solution





Data gathering from our wireless sensing systems to collect outdoor parking availability in real time, giving each spot or areas situation:



Indoor solution

Complete the guidance with indoor solution to provide a complete system to the users.

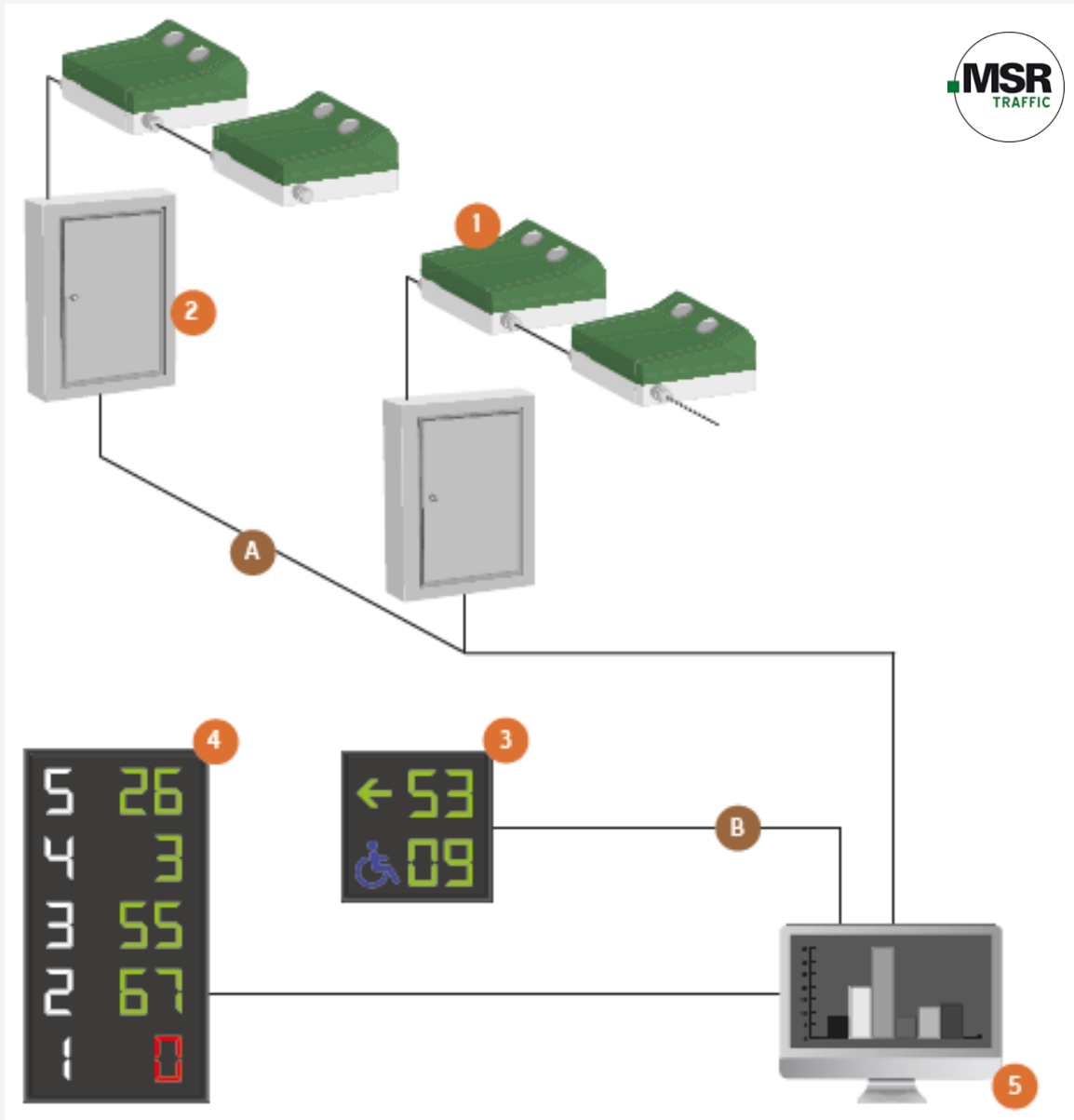


External Data

IT integration

Collecting the indoor parking real time availability to complete the data.

Commercial & public parking guidance system – indoor solution



- 1 Ultrasonic sensor
- 2 Zone controller
- 3 LED display per level
- 4 Main display at the entrance of the parking facility
- 5 ParkGard© Control Center

A RS485 / Cable $2 \times 2 \times 0,8 \text{ mm}^2$ / 24V

B RS485 / Cable: $2 \times 2 \times 0,8 \text{ mm}^2$
230V AC / Cable: $3 \times 1,5 \text{ mm}^2$

Commercial & public parking guidance system – guiding

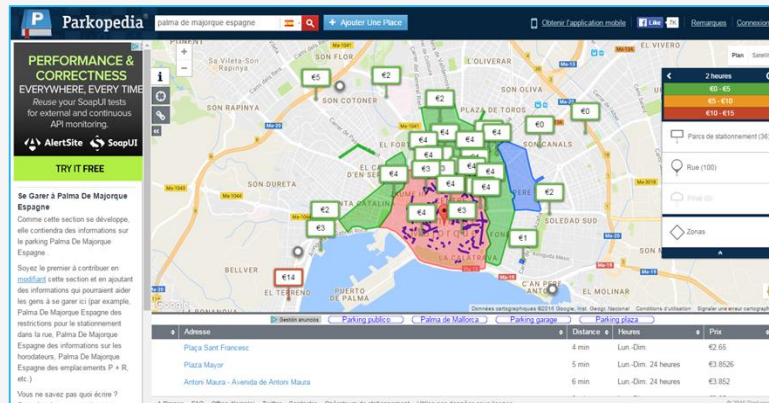
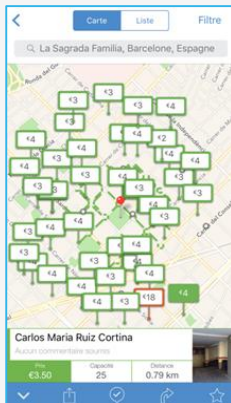


Distribute the information to DMS & Apps to guide people from planning their trip to the arrival on site:

Dynamic message signs for on-site guidance:



Parkopedia free mobile application giving real time parking availability per area:

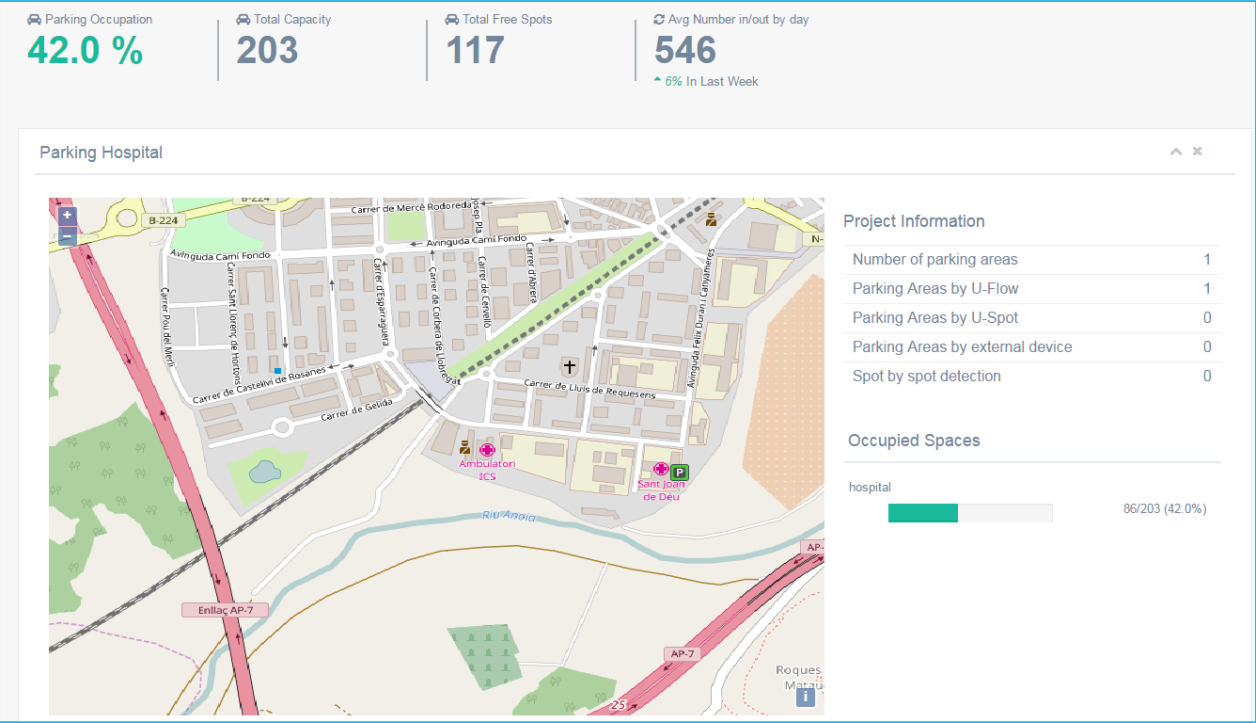


Set your own management rules:

- The real data can be transformed to serve the mobility objectives of the customer
- People favourite areas availability can be voluntarily reduced for them to privilege other options
- This way, the drivers when reaching the mall will go directly to areas with more possibility to find parking spaces
- It avoid useless traffic within the area for the benefits of all



Analyse the rotations and time sessions to enhance your marketing tools and customer experience:



Dashboards functionalities:

- ▶ Get a quick overview of your parking areas availability and status
- ▶ Follow the evolution of your principal indicators:
 - Number of rotations
 - Average session time
 - Number of entrances/exits for off street parking
 - Availability rate over time
- ▶ Ensure the connectivity of your DMS and manage the messages delivered to the visitors

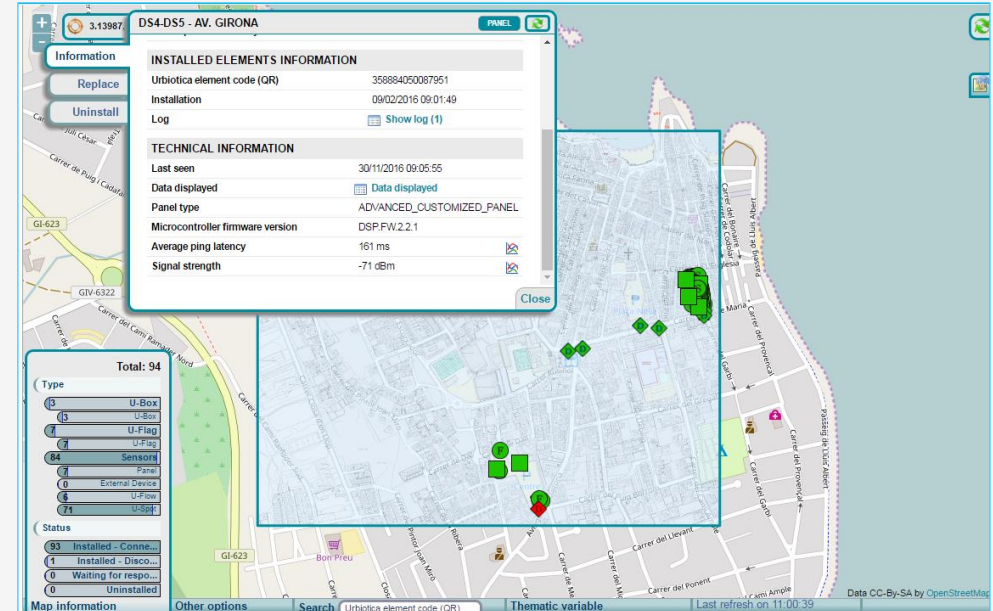


Displays

Name	Configuration	Info	Status	Edit
Display_02_DC Last change 18:24:50 02/12/16	Parking gauging Parking gauging	96 115	Connected	
Display_03_SC Last change 18:24:48 02/12/16	Parking gauging Parking gauging	96 115	Connected	

Commercial & public parking guidance system – devices management

Configure, install, manage & maintain the system remotely:



U-Admin includes a web application to install, manage and monitor the devices. An APP is also available for the task on the field.

Its tools allow:

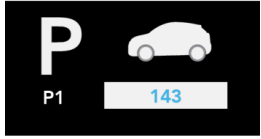
- ▶ To configure projects by uploading the locations where the devices will be install.
- ▶ To activate the devices by reading their QR code.
- ▶ To monitor the system performance by receiving alerts and analyzing performance dashboards
- ▶ To remotely configure and manage the system.
- ▶ User and permission management.



Improve the user experience & influx of visitors

- ▶ Reduce the **time looking for parking** and **ease** the associated **traffic flow**
- ▶ Reduce **customers and users' stress** and improve they **ability** and **disposition** to buy
- ▶ Increase **visitors' time** inside your site, which can be dedicated to **shopping** and **leisure** activities
- ▶ Improve the **environmental quality** of the surroundings

SCS Vienna – Austria: improve the buying experience



100 MS



3.500 spaces



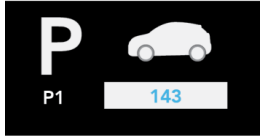
↑ Visitors
influx



↑ Incomes



Martorell – Spain: guide drivers to the right parking area



3 DMS



2 parking areas
301 spaces



↑ Visitors
satisfaction



↓ City traffic

Ajuntament de Martorell

P Hospital

P Biblioteca

01

97

HOSPITAL

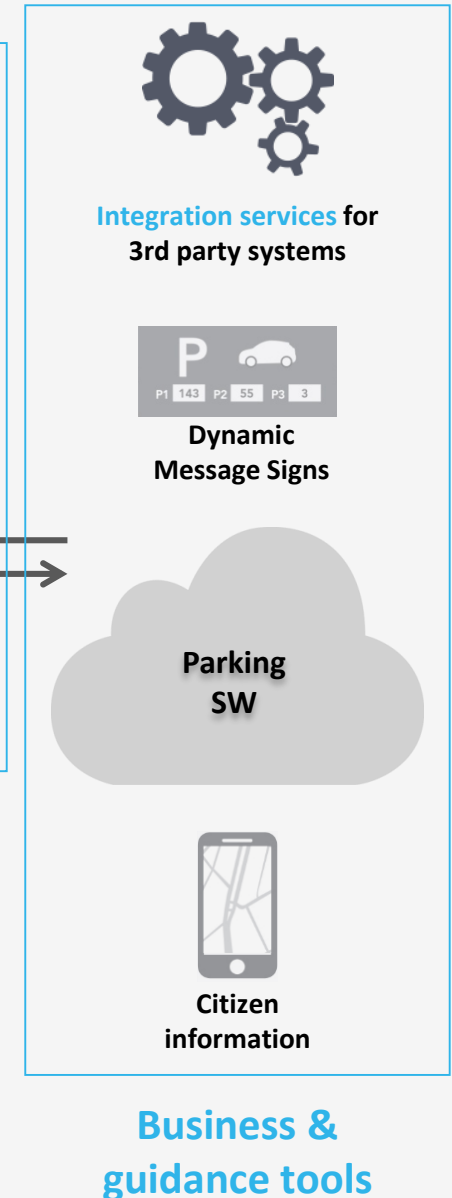
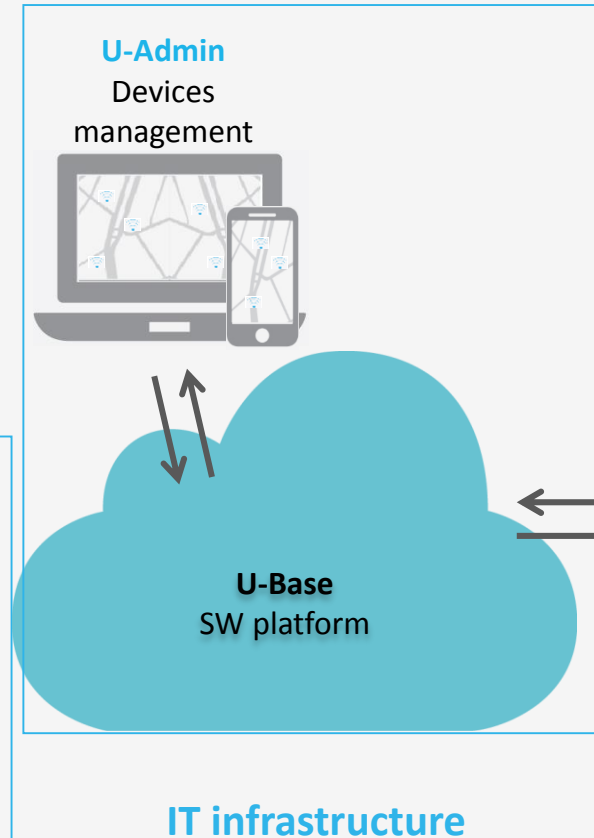
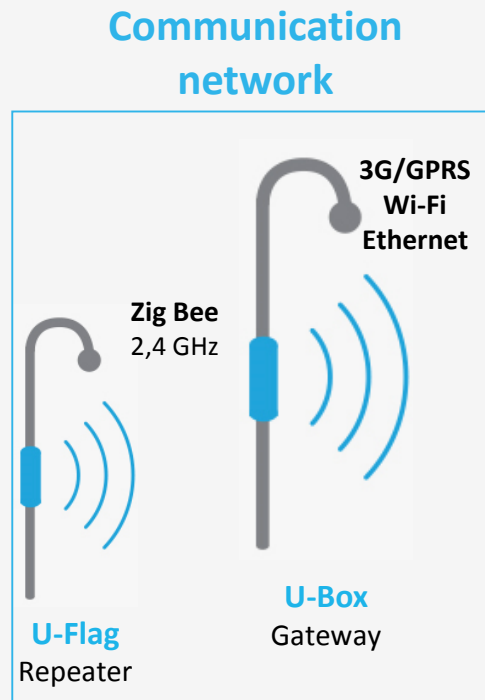
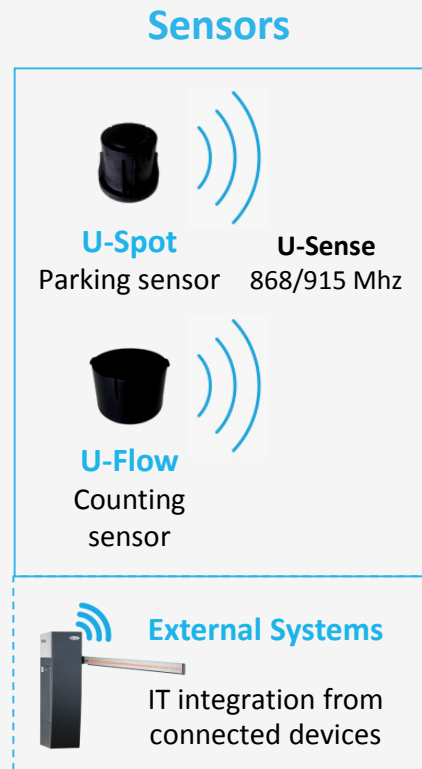
PRODUCTS & SERVICES

How does it work?



Objectives

1. Acquire data in real time from sensors & external systems.
2. Transmit the data to information systems.
3. Publish and analyse the information.

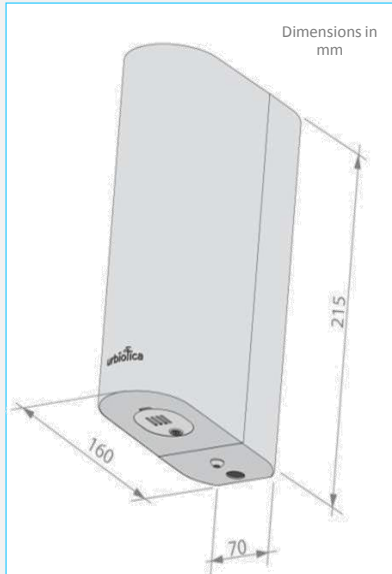


Components



Data transmission

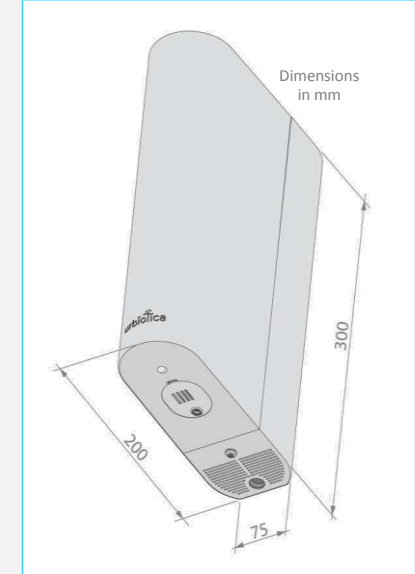
U-Flag (Repeater)



It channels to U-Box the information received from the sensors.

- ▶ It establishes a Mesh network with the nearest repeater.
- ▶ Connected to street lighting.
- ▶ 4 days of battery autonomy.
- ▶ It can be fed via solar panel.

U-Box (Gateway)

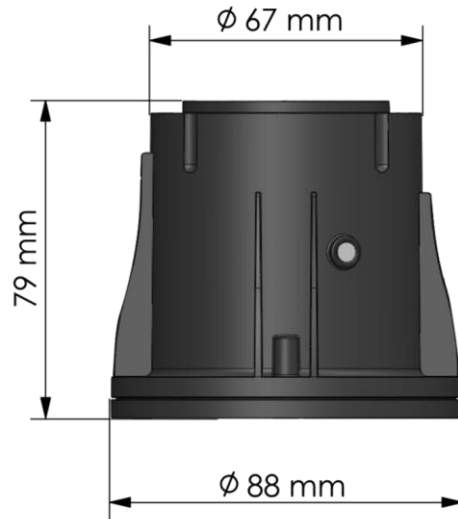


It sends to the platform the information that it collects from sensors and repeater.

- ▶ U-Sense, ZigBee, and U-Base (3G/GPRS, Wi-Fi, Ethernet) interfaces modules.
- ▶ Main device of the Mesh network
- ▶ 24 h power supply.

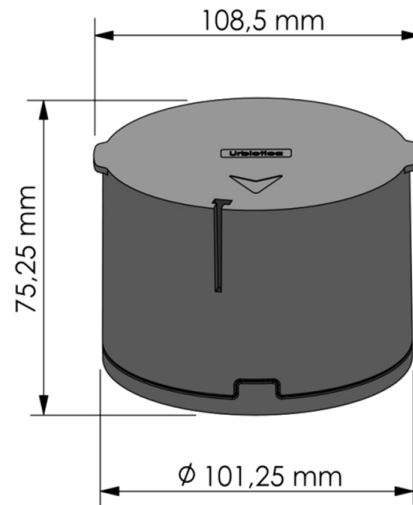


U-Spot : parking spot sensor



- ▶ **Wireless and autonomous** parking sensor.
- ▶ **Resistant** to weather constraints.
- ▶ Every 10 seconds (**configurable for version 2.0**, 3-5-10-30, 10 by default), it measures the Earth's magnetic field in a parking space. It determines if the spot is free or occupied and provide following information:
 - ✓ Occupation rate
 - ✓ Parking time
 - ✓ Rotation rate
- ▶ Having the **sensor intelligence in the Cloud** allows to:
 - ✓ Keep the detection accuracy over 98%.
 - ✓ Eliminate the magnetic effects of the environment.
 - ✓ **Install out of the parking space (curb / sidewalk) without the need of removing the vehicles parked.** Thus, the installation and maintenance cost is reduced.
 - ✓ Maximize the sensor lifetime (up to 12 years)

U-Flow: parking counting sensor

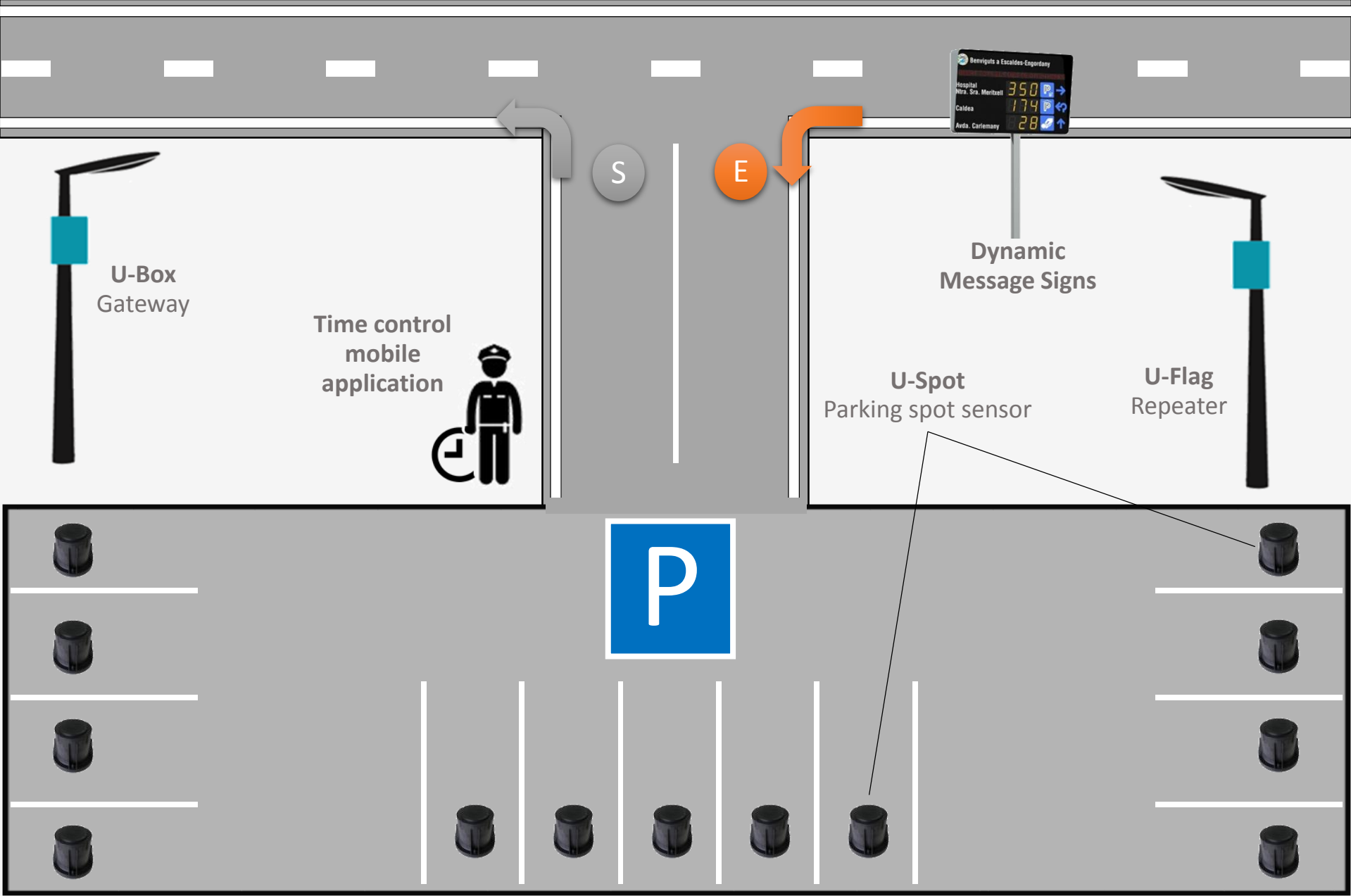


- ▶ **Wireless** and **autonomous** counting sensor.
- ▶ **Resistant** to weather constraints.
- ▶ Suitable for monitoring the entrances and exits of parking areas.
- ▶ It detects the **Earth's magnetic field** changes produced by the vehicles when passing by an entrance or exit of a parking area. The data is sent to the Cloud where it is processed to determine in real time the counting of vehicles.
- ▶ Thus, it is transformed into useful information about parking entrance and exit flows and availability of free spaces, taking into account the maximum capacity of the parking.

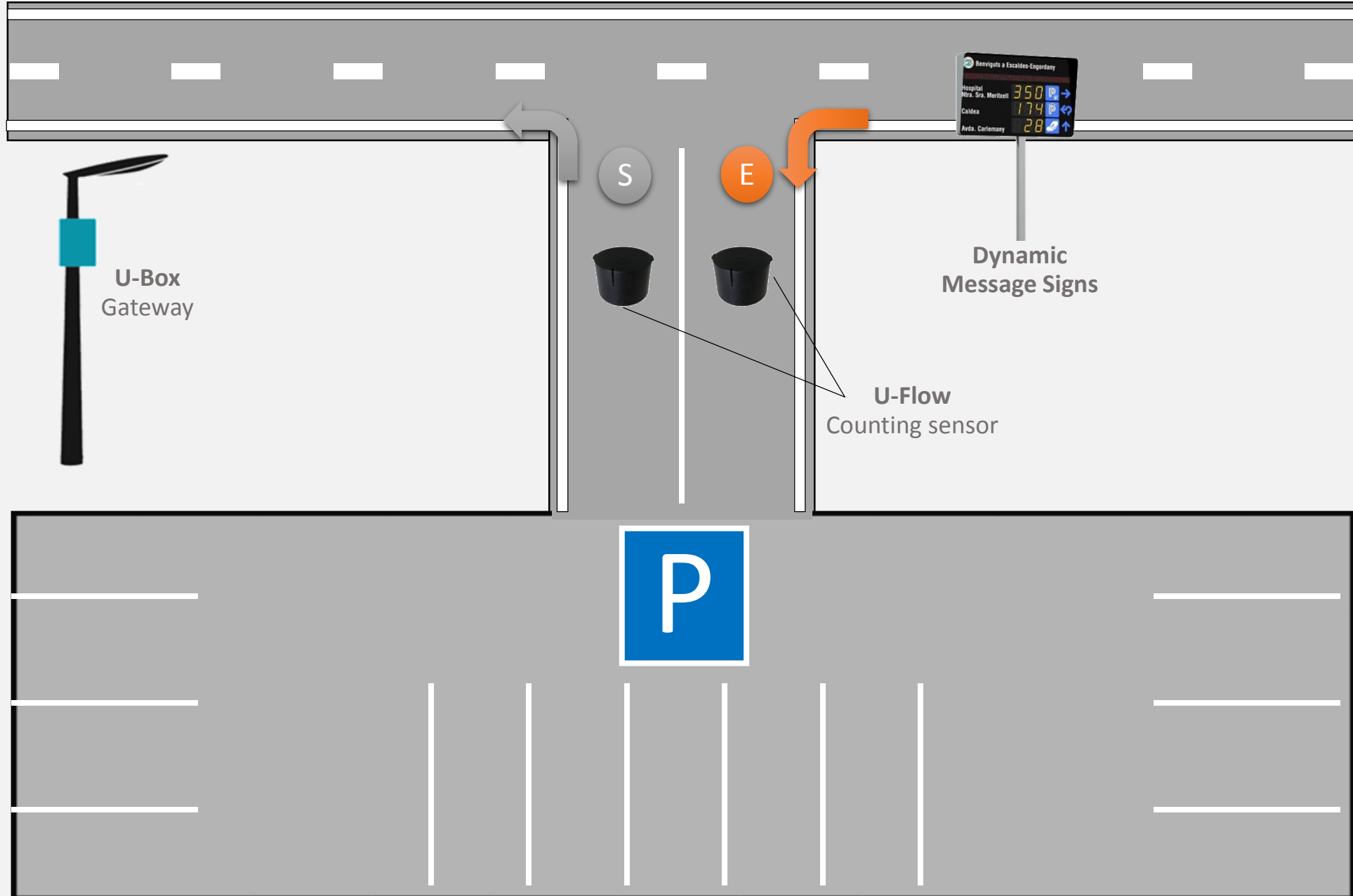
- ▶ **Conditions of use**
 - ✓ Sensing every entrances and exit, clearly delimited.
 - ✓ Set up the parking gauging.
 - ✓ Only to have global information about free space available.

- ▶ **Features**
 - ✓ 10 years of lifetime.
 - ✓ 99% for counting accuracy and 95% for information of parking free.

How does it work? Spot by spot solution



How does it work? Counting solution





To provide a reliable information, the availability value of a parking monitored with U-Flow must be set periodically:

Define an initial tare frequency

- ▶ The U-Flow counting sensor offers 98% of reliability (max +/-1 error for 100 vehicles entering or exiting)
- ▶ The tare frequency is defined according to:
 - The wanted system reliability
 - The volume of vehicles entering / exiting of the parking
 - The total capacity of the parking
- ▶ Example:
 - 800 spots parking
 - Reliability desired >90% ($\Leftrightarrow$ 80 spots errors)
 - Vehicles volume E/S daily: 1000
 - Tare frequency: every 4 days
 - According to the reliability really observed, the frequency can be adjusted

Manual tare

- ▶ Urbiotica provide a web tool accessible from a mobile phone:

The screenshot shows the 'U-Admin Validation tools' interface on a mobile device. The header is teal with the 'urbiotica' logo. A breadcrumb trail reads 'Página principal > Parking > Fijar Aforo de Parking'. Below this, a parking 'P' icon is shown next to details: 'Estacionamiento: ParkingGauging', 'Capacidad total: 60 plazas', and 'Plazas libres: 8 plazas'. A label 'Indica el número de vehículos dentro del parking' is above a text input field containing the number '10'. Below the input is a label 'Añadir un comentario (opcional)' and a text area. At the bottom are two buttons: 'Enviar' (green) and 'Atrás' (blue).

Automatic tare

- ▶ The parking can be considered with reliability and periodically as full, empty or with a defined capacity
- ▶ Example:
 - The parking is empty every night at 2AM
 - The parking is empty every Sunday at midnight
 - The parking is 90% full every Saturday afternoon
 - The parking is full every day week at 9AM
- ▶ This information can be recorded in the system and be applied automatically
- ▶ An automatic correction factors can also be applied whenever is detected a regular deviation
- ▶ The system value can be set manually whenever it is necessary



Sensor space by space

Accurate information about use and presence of vehicles in each spot of the parking areas



- Exact information of each spot's use
- Accurate and detailed information about parking rotations and time sessions
- Adjustable configuration to each parking space type
- Suitable for regulated parking areas, guidance and control applications



- Higher investment

Parking gauging

Information about free space availability at parking areas with entrances and exits well defined



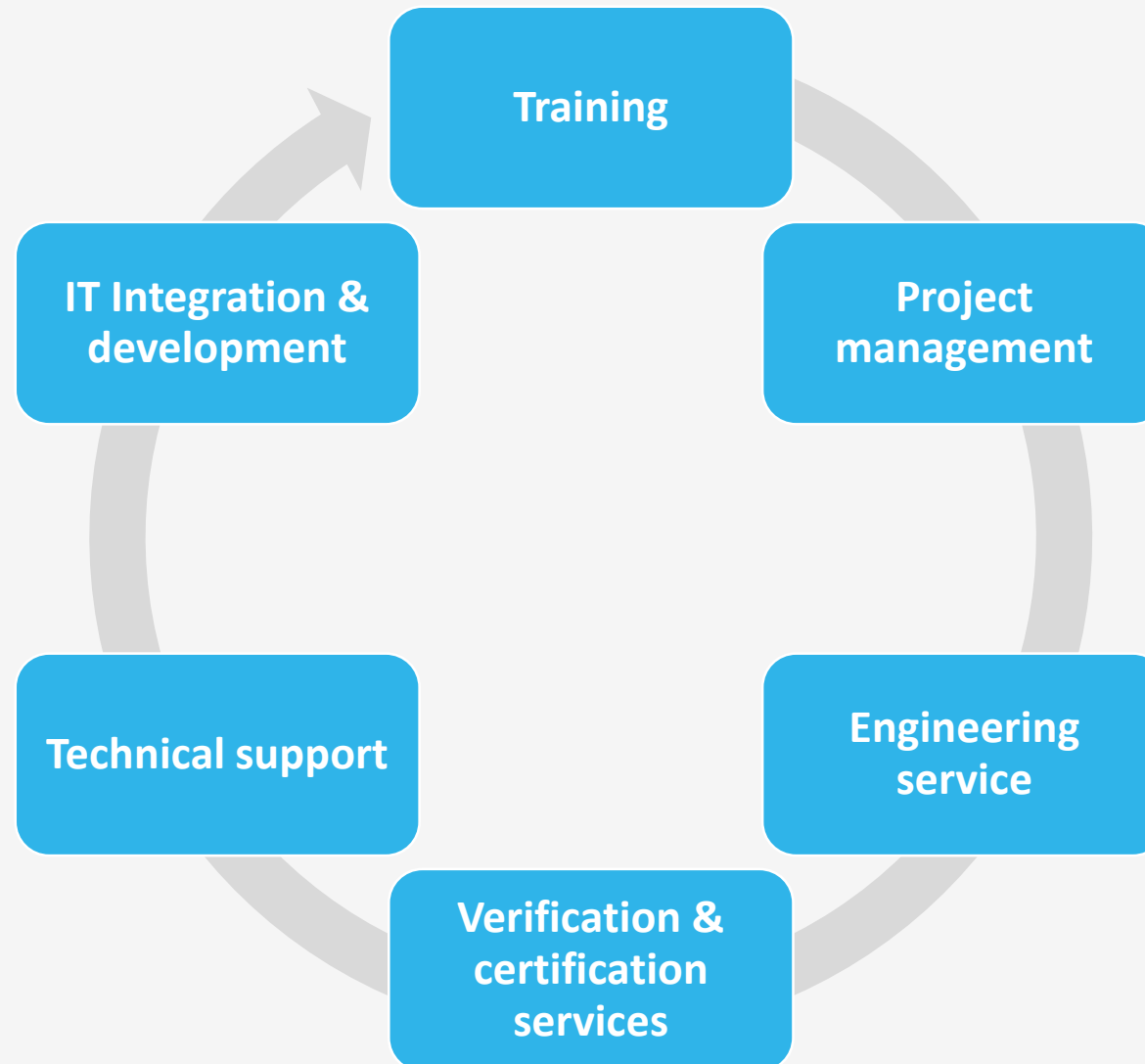
- Lower investment



- Periodical resetting of the vehicles counting (automatically or through a mobile app)
- General information, less detailed and accurate
- Suitable for delimited parking areas and guidance applications



Professional engineering and training services to ensure the project success:



Thank you!

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