**Ciara O'Brien, eTrip Services**

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**Convenience has a new name and that name is eTrip**

Good morning I am delighted to introduce to you the eTrip service because convenience really has a new name…..

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So who are we?

Well, the company was established in 2005 and is a joint venture between Electroautomation and Egis projects.

Egis projects come from France and are the leading European engineering company in the transportation infrastructure. They have a presence on the five continents and in more than 80 countries. Egis now have a presence in Ireland - their current projects are the DPT and the IEA in Galway.

The Electroautomation Group need no introduction to this gathering as they are the leading experts in Access control and parking management systems in Ireland, the UK, Germany and Dubai .

Both companies bring their expertise to this venture.

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So what do we do?

eTrip is an independent tag provider. Our tags can be used on all the toll roads in Ireland and this will also include the new free flow system on the M50 in 2008.

ETrip is the only independent tag provider offering the combination of both tolling and car parking on a single tag.

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## What does eTrip do?

➢ eTrip installs and maintains all equipment

➢ eTrip distributes the tags and manages the customers' account

➢ eTrip issues the customers with a monthly detailed statement

➢ eTrip provides all marketing and PR for car parks

➢ eTrip collects the car-parking revenue and transfers it to the car-park operator

What do we provide?

We install and maintain all the equipment

We distribute the tags to the customers and manage the customers' accounts

We supply a monthly statement with full details to the customer

We supply all the marketing and PR for each car park

In short we collect the car park revenue electronically and transfer the monies

to the car park owner

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We offer:

No credit risk - eTrip grantees all payments to the car park owner.
A solution for all car parks
A cashless system and a  ticket less system
The system was developed in house and is completely maintained by eTrip personnel
A full Technical support team available nationwide

We have developed a system called the CPIA. This is a file transfer and clearing house based on the same model as the Information Exchange Agency commissioned by the National Road Authority for interoperability and developed by Egis projects.

Upon access to the tolling market: with the introduction of M50 free flow in 2008  the potential market of tag users will increase to 0.5 millio. Tthis is largely due to the cost savings of Electronic Tag Collection recently announced by the NRA.

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What does eTrip Offer the Car Park Owner? Cont…
- Reduced running costs
  - Less cash collection
  - Less tickets
  - Less maintenance
- Product development
  - Subscribers
  - Access control
  - Dedicated parking

We also offer:

Reduced running costs. This is  due to the car park owner having
less cash to collect, fewer tickets to issue and less maintenance
We also offer product development:

Subscriptions: for example smart card parkers can be transferred to the eTrip
system and avail of the tolling service.

Access control: your eTrip tag can open the gate, allowing you to operate your
car park 24 hours plus the added convenience of the customer not having to
enter a PIN number.

Dedicated parking These customers can be allocated selected spaces and
controlled. Also the customer has the choice of all car parks or selected ones.

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## What are the benefits to Car Park Customers?

**Convenience, Convenience, Convenience!**

➢ For all customers, business & private

➢ One tag to pay tolling and parking fees

➢ Cash-less transaction

➢ Ticket-less transaction

➢ Detailed monthly statement

➢ Higher Security

➢ Dedicated call centre team

➢ Improved customer satisfaction

For the customer we offer convenience, convenience, convenience

The service is available to both private customers and business customers
Business customers can have one account with an unlimited number of tags
working from one fund of money with full detail of all transactions - no need for
receipts.

Higher security: no need to go to the pay station.
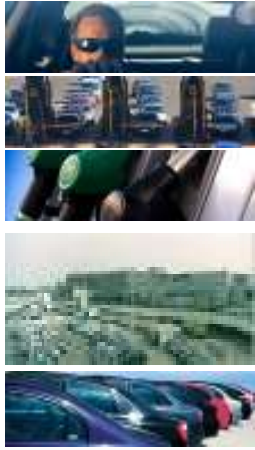Dedicated call centre team, to handle all customer enquires
Improved customer satisfaction. And we all know a happy customer means
return business!!

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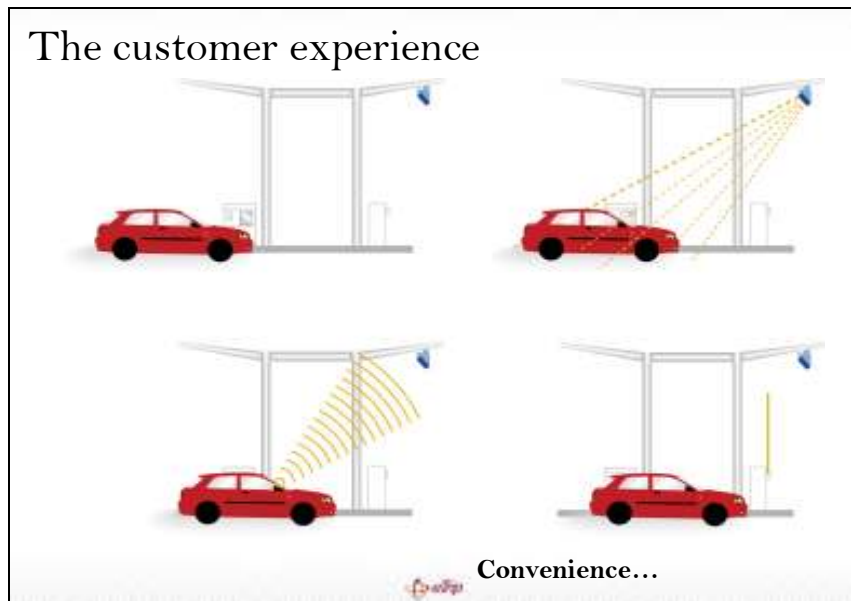


The experience for the customer is very easy

The customer drives into the car park entry lane, the beacon is activated by the presence of the car, the beacon detects the tag and validates it, upon validation the barrier is raised and the customer enters. And all this takes seconds, the customer doesn't even need to wind down his window

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So Imagine this: you are about to make a journey -  you need to leave your apartment, go to a toll plaza, go to a petrol station, and then to a car park. In the past you would have to get out of  your car 4 times with eTrip you would only have to get out twice …….. What would you choose.?

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How do Car Park Customers open an
account with eTrip ?

➢ Online service at www.etrip.ie
➢ Applications forms by post or fax
➢ Point of sale in designated car parks.
➢ Tag collection service at POS

Signing up for an eTrip account is easy:

Customers can sign up on line

Applications can be processed by post, or fax

Applications can also be processed at the POS at the car parks and the

customer can leave with their tag immediately.

Our market share is based on the potential of half a million tag users by the end of 2009 this is due to the introduction of interoperability in June 2007,by the NRA ; the need for a electronic tag for each road has been eliminated therefore the adoption of electronic tags is more favourable to the road user.

In addition in July 2007 Q-Park contracted eTrip to supply ETC to their car parks. Q-Park make the ideal partner for eTrip as they are dedicated to customer excellence with new and improved car parks, highly focused on security and customer service, and their innovated ideas are an ideal match for the eTrip product.

And finally:
The introduction of the free flow system on the M50 motorway in August 2008 will mean considerable savings for the motorist using electronic tags. The potential market share of users could be up to half a million by 2009, as customers failing to sign up to ETC will have to pay €3.00 for a car to use the new facility. With a tag you will pay €2.00 for a car.

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In Summary:

- eTrip is an ETC equipment provider and a electronic parking fees collector.
- eTrip first references are:
  - All Q-Park owned car parks including the new 5 star Clery's car park, Merchants Quay in Limerick and Grand Parade in Cork.
  - Q-Park managed car parks the first being STG & RCS in 2007 and the other managed car parks to follow in 2008.
  - Quickpark (Dublin Airport, Cloghran).

In summary:

eTrip is an electronic tag collection equipment provider, and a
an electronic parking and tolling fees collector

Its first references are The Q-Park owned car parks. These include the new 5 star car park Clery's in Marlborough street Dublin, Setanta car park, and Bloomfield's in Dun Laoire, and with the addition of Merchants Quay in Limerick and Grand Parade in Cork, eTrip services will be nationwide.

The managed car parks will follow with the Stephens Green Shopping Centre and Royal College of Surgeons, which will be introduced in the coming weeks as the first of the managed car parks.

Quickpark in Dublin Airport will also be in the roll out for eTrip services. This will provide eTrip customers with a substantial choice of parking facilities plus the added advantage of combining the tolling services in one tag. The potential growth is massive.

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In an age that is driven by customer demand for convenience, time saving, higher security, and value for money.

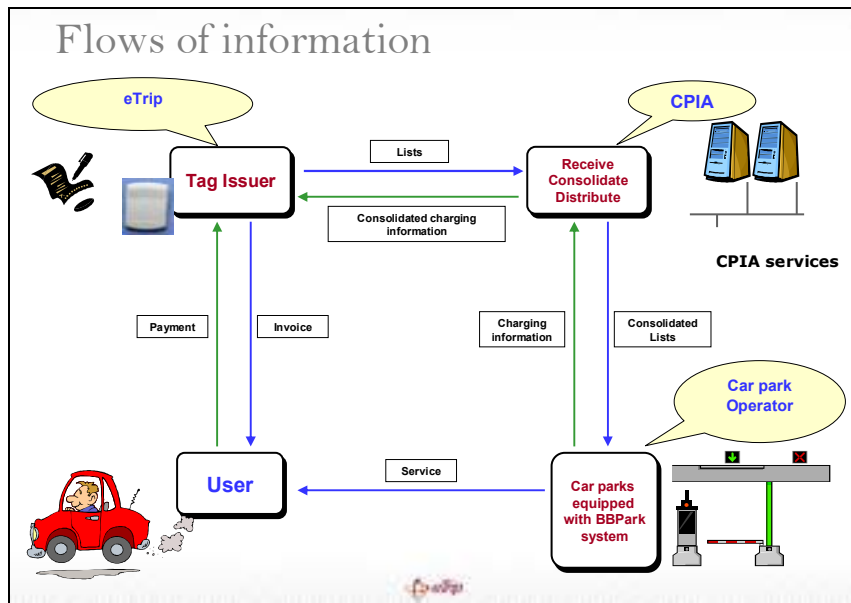**Can you afford not to have eTrip?**

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Thank you for your time. I would invite you to visit our stand here today and sign up for a eTrip tag and to see for your self the benefits of electronic tag collection
Thank you.

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Step 1: Link between the road user accessing a road toll with the principle of the user pays

Step 2: Link between the Road Operator and IEA

Step 3: Link between the Tag Issuer and IEA

Step 4: Financial clearance

**IMPORTANT:**
**IEA in the UK: Egis Projects is ready to do this**
Difference between Road Operators and ETC Service Provider
Road Operators
ETC Service Provider is independent from infrastructure operators
**Similarity:** MLVNO (Mobile Virtual Network Operator) versus mobile network operators (Vodaphone, Orange, etc)

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eTrip solution

Services Transactions
eTrip BGW Lists
CPIA Services transactions
CPIA BGW Lists

CPIA

Charge Collection
System &
Financial clearing

eTrip

eTrip Account
Managementt system

eTrip Back Office

And Call Centre team

BBPark

BBPark
and CPIA agent interface

Car Park 1

BBPark

BBPark
and CPIA agent interface

Car Park 2

Management of access equipment

Transactions collection

Control of subscriptions

Vehicle presence lists

Point of Sales interface