



**Parking payment by
Mobile phone
made easy!**

USP's

- Ease of use: pay by TEXT for both account & non account holders
- VRM is the unique vehicle identifier
- Fully integrated back office with operational and financial reporting suite, with;
 - Locations, Tariff and rule based management solution
- Secure WEB based access for client management
- Fully connectable to smart phones and handhelds for parking enforcement



Benefits

Client:

- Reduce costs:
 - Capital / Operating / Tickets / Cash Collection
- Reduces risks associated with cash
- Increased control VIA the web

Customer:

- Convenience to customer;
 - Payment by text – no need to go a payment machine
 - Extend expired sessions remotely
 - Manage own account





Branding



Fully branded solution

- Designed to make visual connection between parking and your mobile phone
- Recognisable and friendly branded signage and marketing information
- Implemented country wide in transportation hubs, councils and car parks, such as:
 - Irish Rail Stations
 - Rosslare Europort
 - Athy County Council
 - Sandyford Park and Ride
- Leading to a trusted household brand for customer confidence



Park By Text Key Objectives

- To extend our Ireland base to more;
 - Local Authorities
 - Transportation hubs
 - Park and Rides
 - Universities and Hospitals
- Continue expansion into Northern Ireland and Europe
- To ultimately become a global brand



See us in the Exhibition Hall
or visit www.parkbytext.ie