



**STREETLINE**  
Connecting the Real World



# **Parking: What Your Car Isn't Telling You – But Will Soon**

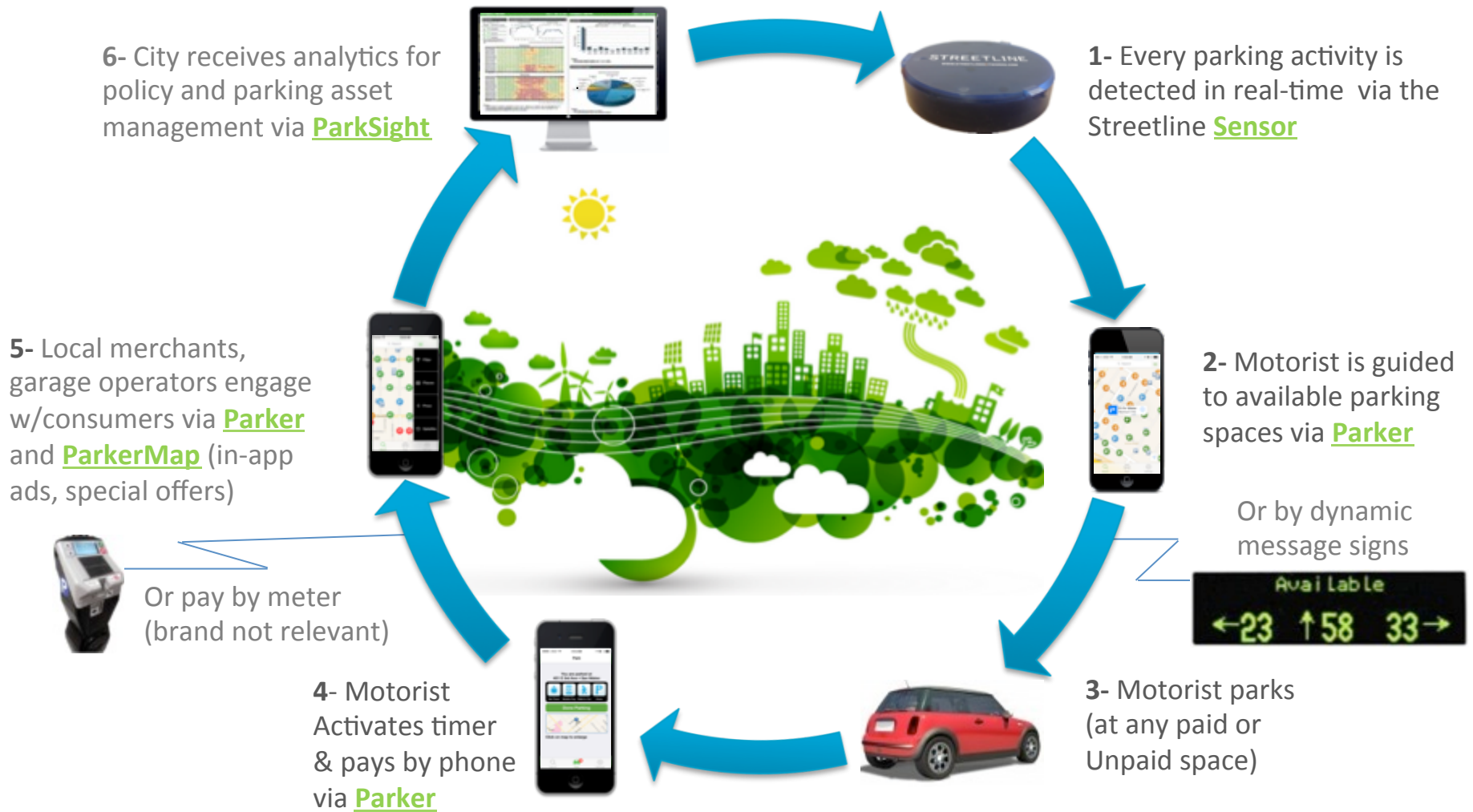
Asdrúbal Pichardo, March 2014

## 2 PARKING: CAN IT BE FUN?



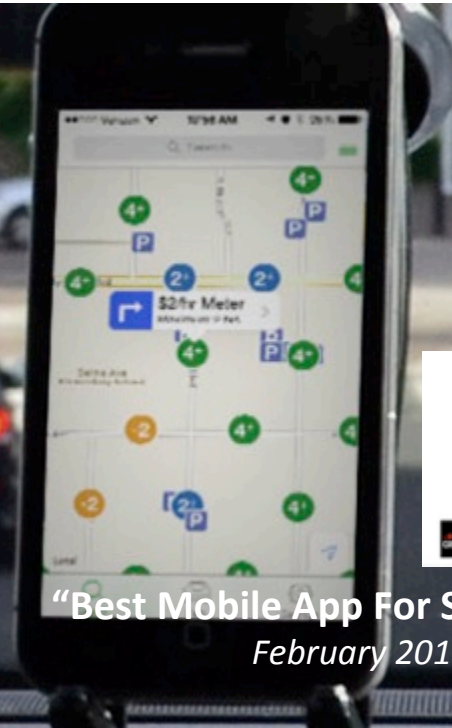
- 30% of traffic caused by people looking for available parking
- In Germany, drivers invest about 70 Million hours per year looking for parking!
- According to a global survey in 2011 in 20 cities: 6 out of 10 people abandoned looking for parking

# 3 THE COMPLETE INTELLIGENT PARKING SOLUTION



# PARKING MADE EASY

Find spaces that are open right now with Parker™, Streetline's award-winning parking guidance app.



**“Best Mobile App For Smart Cities”**  
*February 2013*

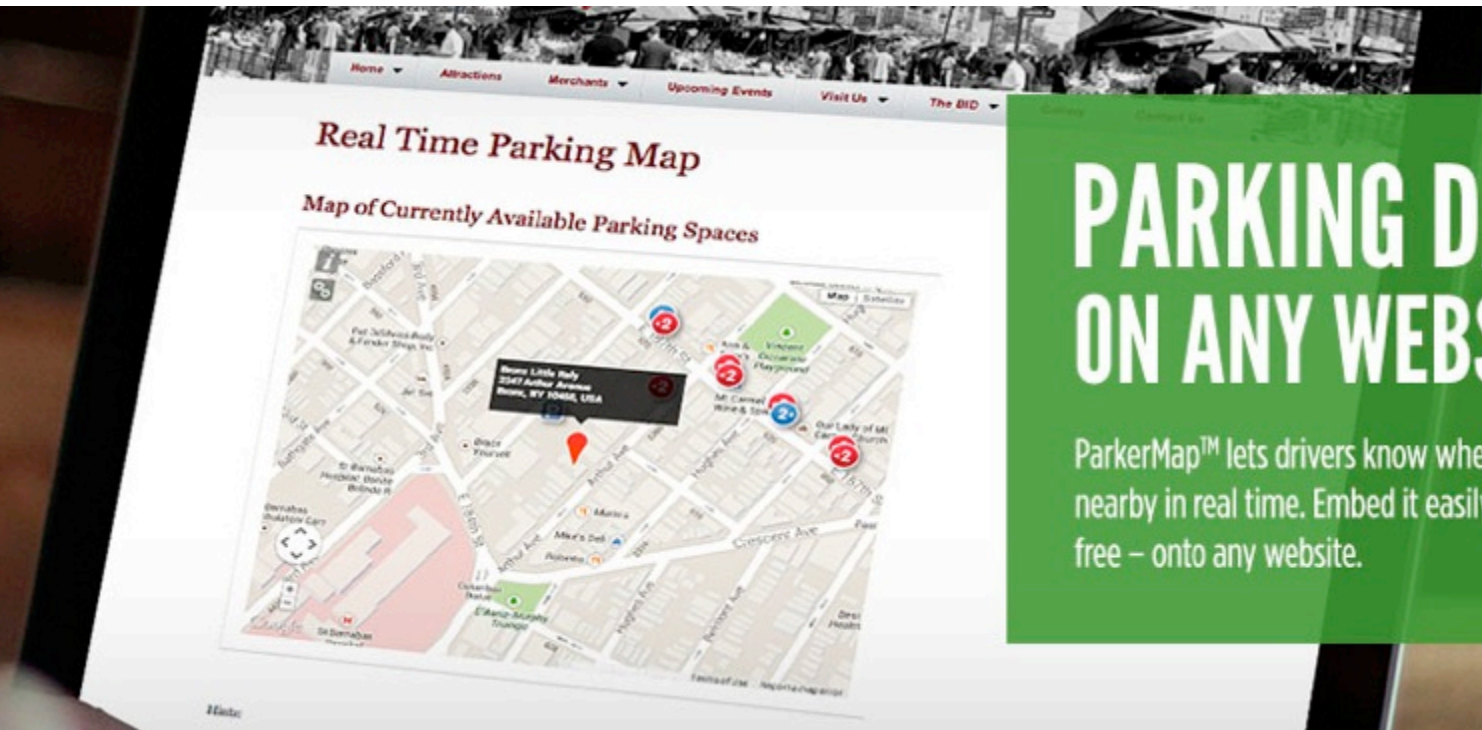


## Parker™ by Streetline

- Motorist guidance
- Hands-free functionality
- Easily find and pay\* for parking
- Reduce driving time and vehicle miles traveled

**“We tried out the (Parker) app  
and wish it were already  
available in every city we’ve  
ever driven!”**

**WIRED**



# PARKING DATA ON ANY WEBSITE

ParkerMap™ lets drivers know where parking is nearby in real time. Embed it easily – and for free – onto any website.

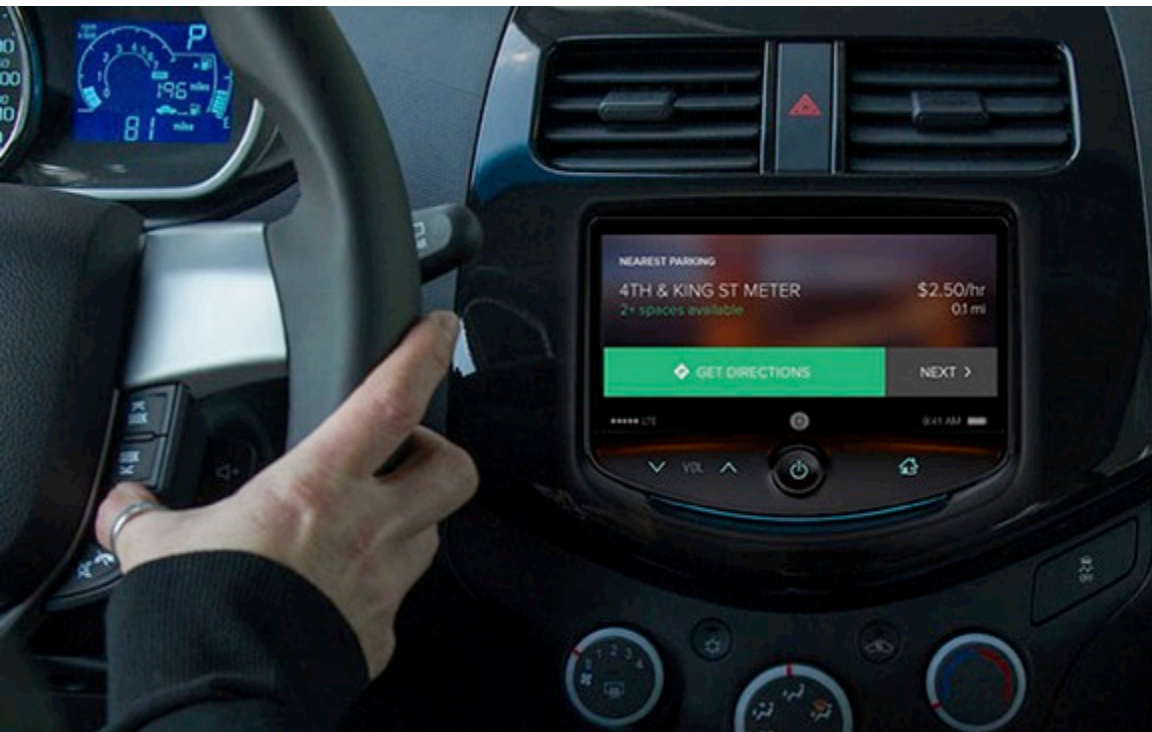
## ParkerMap™

- Easily embedded in any website
- Show visitors where to find parking
- Free for local merchants, universities... any website!

### *Mandaloun*

“Adding ParkerMap to our website allows us to inform guests of the parking options near our restaurant. It is a clear way to show where parking is available in relation to our location and it was simple and easy to use.”

- Basim Nimri, Owner  
Mandaloun Restaurant



# THE FUTURE: IN-CAR NAVIGATION

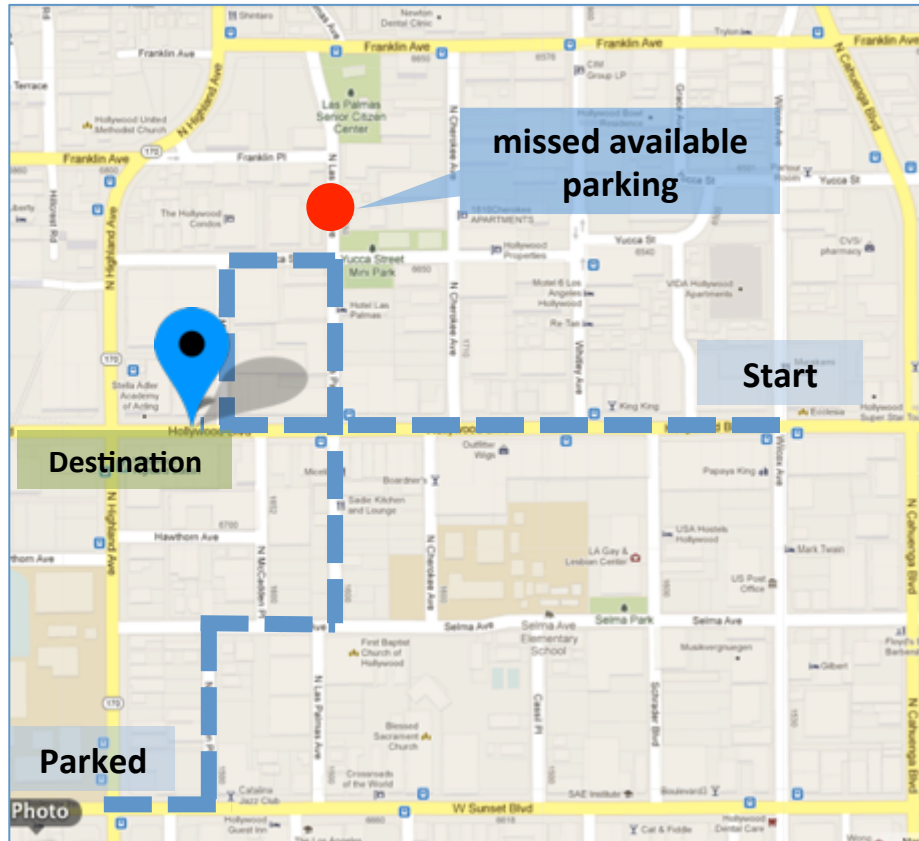
The journey just got easier. Coming soon:  
integrated real-time parking data to  
guide motorists to open spaces.

## **ParkerData™ for the Connected Car (In Development)**

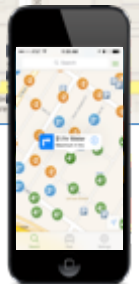
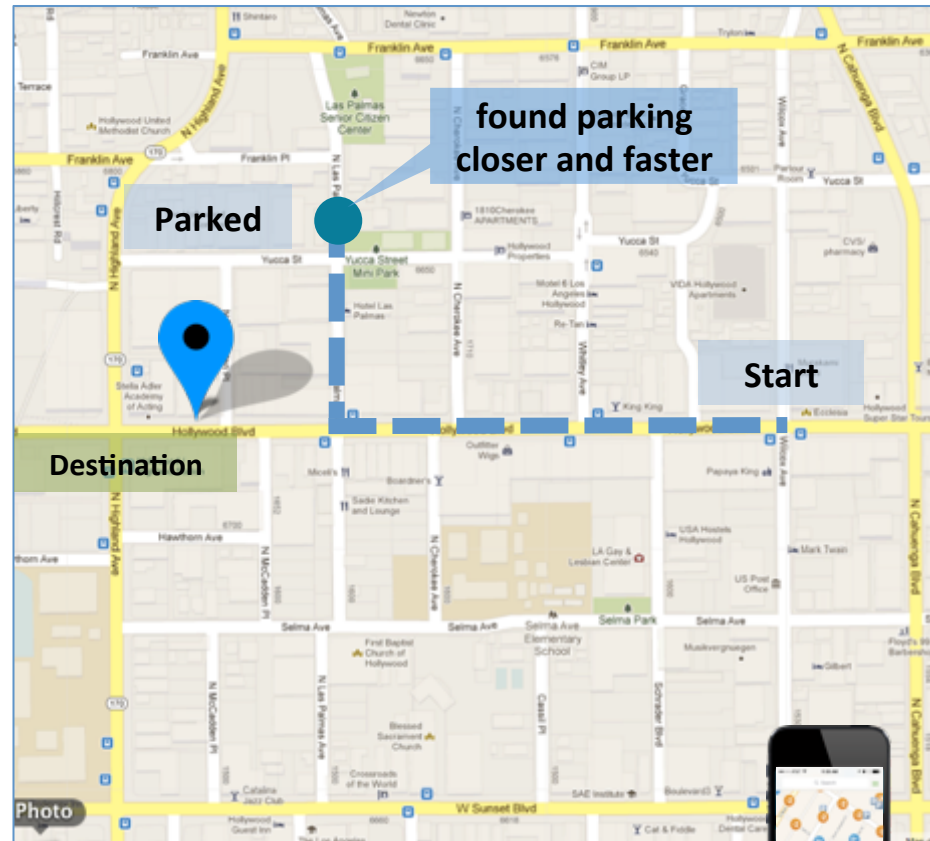
- Integrated real-time parking data guides drivers to open spaces in a seamless experience.
- Offers drivers guidance for the complete journey
- Natural integration into traditional in-car navigation
- Brand differentiation and value-add for customers

# 7 RESULTS OF PARKING GUIDANCE

## Traditional Search



## Using Parker



# IMPACT OF PARKER FOR CONSUMERS & SUSTAINABILITY

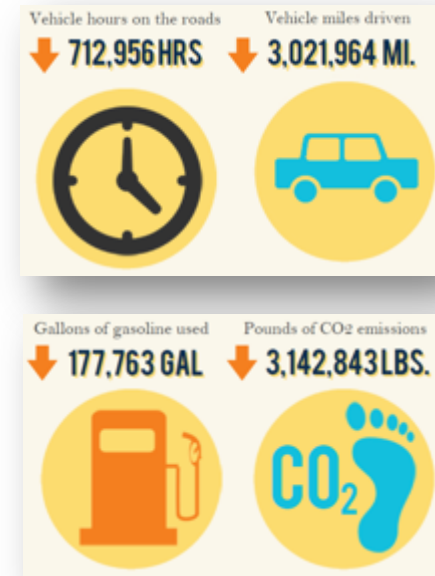
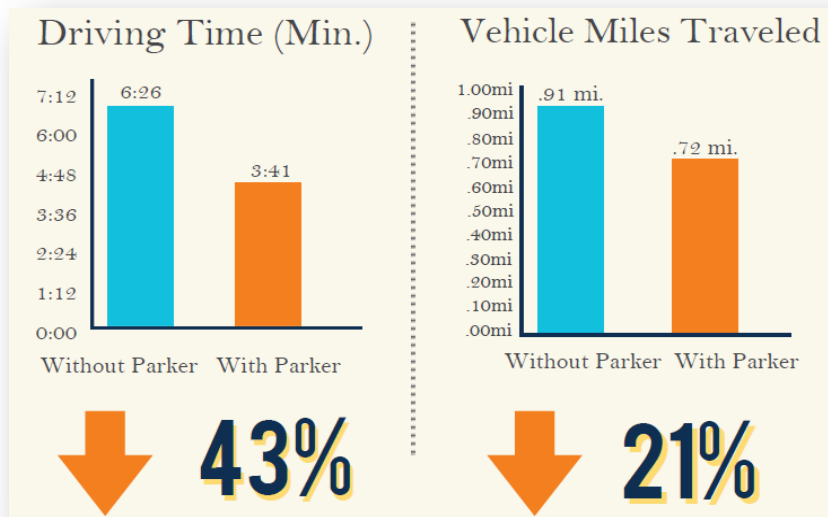
**Parker™:** Consumer research indicates reduction in both driving time and vehicle miles traveled using Intelligent Parking app Parker.



## IMPACT OF PARKER

Streetline put the Parker app to a test and here are the results:

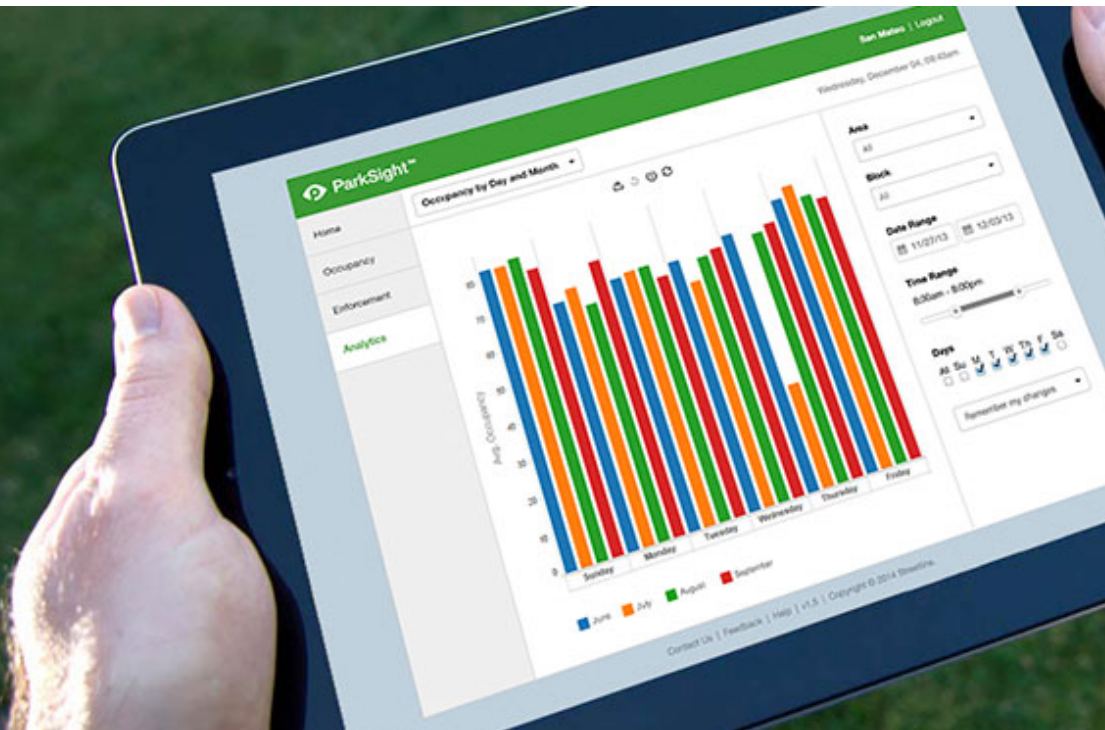
*The annual impact if 100,000 people used Parker three times a week*



## BENEFITS OF PARKER

1. Manage traffic network and traffic flow for motorists, emergency vehicles, public transit, deliveries, etc.
2. Improve road safety for pedestrians, cyclist, residents and visitors
3. Reduce carbon emission and reduce congestion to achieve Birmingham's emissions reduction target





# PARKING DATA & ANALYTICS

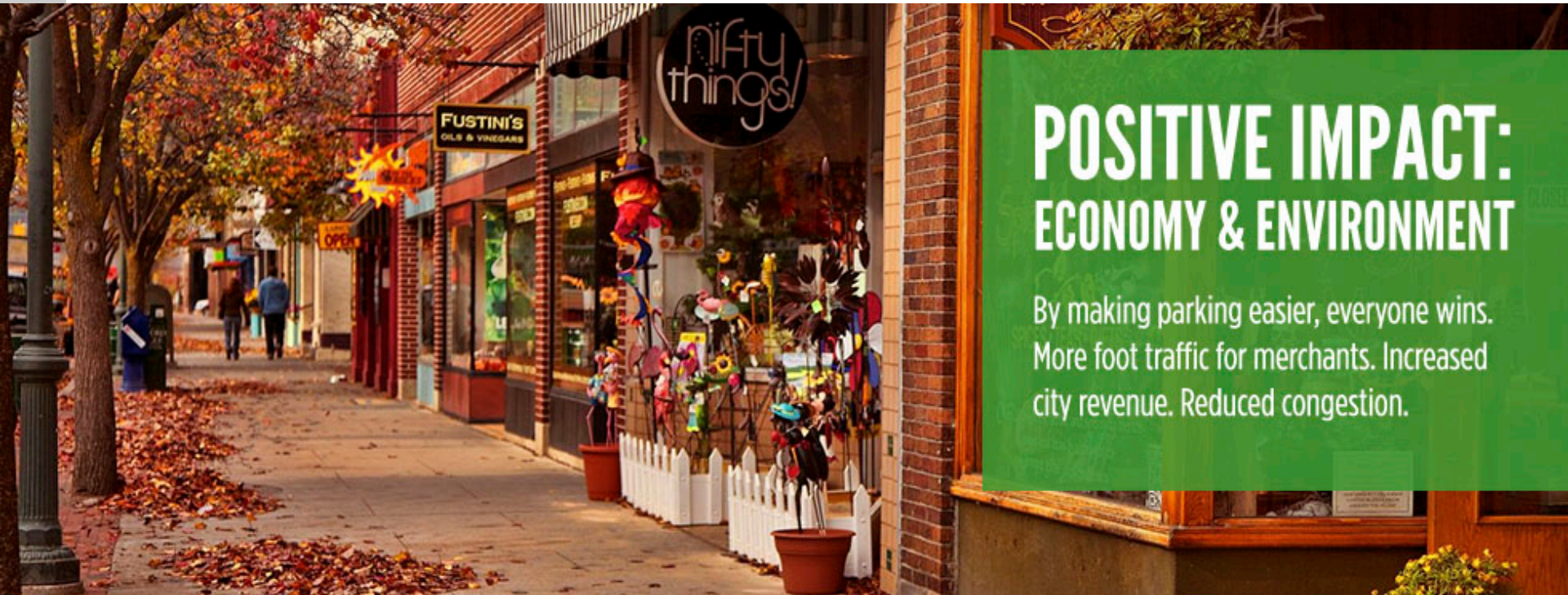
Confidently make decisions. Actionable insights help to optimize (and simplify!) parking in our communities.

## ParkSight™

- Policy management and analytics
- Demand Based Pricing
- Reduce congestion
- Real-time data + cloud-based parking apps = Intelligent Parking for Cities

**“We’ve always believed technology would help us to more easily make decisions based on data. [With Streetline], we are increasing turnover on Main Street, attracting customers, helping businesses and making visiting Ellicott City easier.”**

*- Ken Ulman, County Executive  
Howard County, MD*



## POSITIVE IMPACT: ECONOMY & ENVIRONMENT

By making parking easier, everyone wins. More foot traffic for merchants. Increased city revenue. Reduced congestion.

### Intelligent Parking = tangible results:

- Reduced congestion
- Increased revenue
- Increase in parking turn-over
- Data-driven decisions
- Retail growth
- Quality of life

“As a person who works [downtown], **parking is so critical to everything that we do.** Better managing supply allows everyone who works, eats, shops, and lives here to do those things easier.”

- *Craig Ishii, Japanese American Citizens League, Los Angeles, CA*



# Streetline Intelligent Parking Momentum

45+

Customers with real-time data on-street

25,000

Off-Street locations

65 Cities

With data in Europe and North America



Parker in Manchester and Birmingham  
(Sunday Times)



Mayor Bloomberg, NYC, launches Parker in NYC

12 **MARKET LEADERSHIP AND RECOGNITION**



"It's a good way to use technology to help the public — how can I find a parking space faster?"  
— February 23, 2011



**2011 WSJ Tech Innovation Award – Transportation**  
*October 2011*



**App Solves City Parking Woes**  
*November 2013*



**Connected Car Best Platform and Apps Award**  
*November 2013*



**World Technology Awards Finalist**  
*October 2012*



**Best Innovation for Smart Cities**  
*November 2013*



**Fast Company 10 Most Innovative Companies in transportation**  
*March 2011*



"Streetline works with cities to place sensors in parking spaces and uses data to help drivers find an open spot with an app called Parker."  
— April 1, 2013



**2011 Gartner Cool Vendors in Automotive**  
*June 2011*



**"Tired of Struggling to Find a Parking Space?"**  
*March 2013*



"The only conclusion is that the app is brilliant!"  
— March 31, 2013

**IBM Global Entrepreneur of the Year**  
*November 2010*





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