

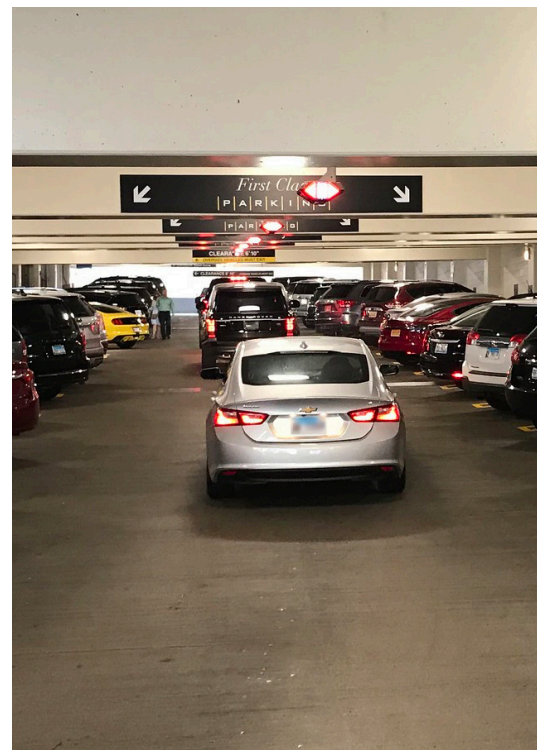
PREMIUM PARKING UPGRADE OPTION

CASE STUDY

PARKING GARAGE OWNER HAS A HISTORY OF IMPROVING THE CUSTOMER PARKING EXPERIENCE

With all of the technology and analytics available to garage owners today, InterPark has found a way to optimize its garages by charging premium rates for the premium spaces using virtual nesting. Founded in 1997, InterPark owns and operates 58 garages throughout the country. One of them, ROW Self-Park a multi-level 1000+ space garage, is heavily influenced by parking apps. Located in downtown Chicago, ROW is a popular

parking destination due to its proximity to city attractions, hotels and restaurants. "Common sense told us the best spaces were not turning over and were sometimes occupied by the cheapest tickets," said Michael Prussian, InterPark Chief Investment Officer. "That meant there were people paying full price and being forced to park much farther away from their destination." InterPark bet customers would be willing to pay a premium for a better space. "There is always a market for luxury items or premium service," added Prussian. "We wanted to offer customers a choice to park in the best location for a premium price."



CASE STUDY

First Class Parking, at a Premium Price, Must be Done Right

InterPark brought in local parking system experts, RevCon Technology Group Inc, to help map out a plan to create a 'First Class' experience at the ROW garage. RevCon designed a plan to transform the first level of the ROW garage into a First-Class parking experience. In addition to the spaces being located closest to the entrance and elevators, they feature re-stripped wider spaces, brighter LED lighting and a camera-based parking guidance system that not only alerts customers of an available space, but captures LPR data that is integrated into InterPark's revenue systems. "These spaces are open to everyone on a first come, first serve basis," explained Prussian. "The area is also clearly marked with the rules and pricing structure so there are no surprises."

Innovative Integration of Multiple Parking Technologies Key to Success

The key to the project's success was RevCon's ability to seamlessly integrate different technologies that included in-house software, an INDECT License Plate Recognition (LPR) and guidance system, two revenue systems (TIBA and Parkonect)

and the existing HTS LPR system. The ROW premium area is also gateless. The complex web of technology can differentiate premium parking customers from the rest and charges accordingly at the payment machine. On a side note, this concept has been so successful, EV parking spaces are now being monitored, metered and charged the same way.

"Our premium parking concept has had a tremendous impact on the garage and customer feedback has been overwhelmingly positive. Historically the best spaces were full all day with little movement. Thanks to our premium parking program, we see the same spaces turn over up to four times per day," concluded Prussian. "Given this success, we are rolling this concept out to some of our other garages."

