

## PARKING GUIDANCE AND ADMINISTRATION ENHANCEMENTS AT AN UPSCALE MIXED-USE DEVELOPMENT

**Project Location:** River Oaks District, Houston, Texas

### **About River Oaks District**

Based in the heart of Houston's wealthiest communities, River Oaks District is one of the nation's most luxurious mixed-use developments. Located just inside the Houston Loop, River Oaks District is home to 650,000 square feet of customizable space, including: 252,000 square feet of luxury retail, fine-dining restaurants, street-side cafes and entertainment; 92,000 square feet of state-of-the-art, creative office space; and approximately 300 contemporary residential units.

So, what could possibly make the River Oaks District experience better? How about the addition of multi-function, camera-based parking sensors designed to speed up the parking process, improve safety, increase parking garage occupancy,

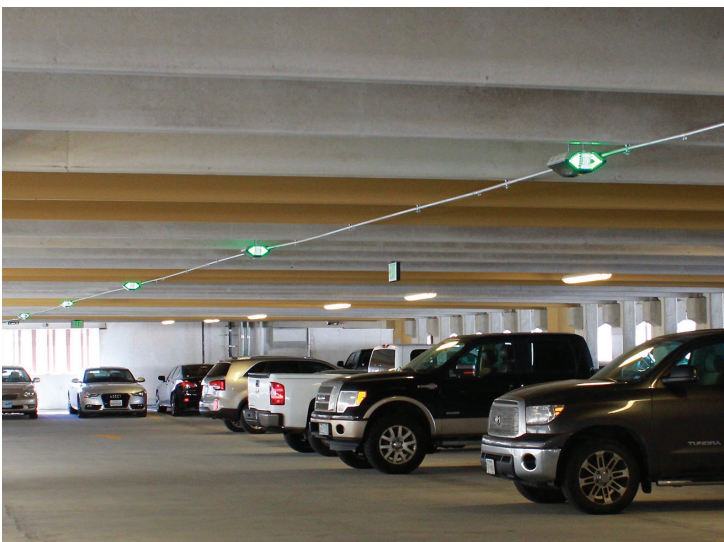
and even help the customer find their car? But perhaps the most valuable feature to the owner is the system's powerful analytics tool. With the UPSOLUT Sensor, the captured data will significantly improve the owner's ability to tailor the garage's parking to better serve the customer's while maximizing occupancy and profitability.

It seems only fitting that River Oaks District would add this to better serve shoppers, workers and employees of this exclusive mixed-use development.



### **UPSOLUT: A Multi-Function Camera Based Sensor System Designed to Enhance the Customer Experience, Improve Security and Optimize Revenue**

When the project went out for bid Parking Guidance Systems, LLC — a Houston-based distributor installer parking guidance and administration systems — recommended the UPSOLUT Multi-Function Sensor from INDECT USA. The beauty of this system is its seemingly unlimited functionality and ability to integrate with other parking signage and administration software. Given that the UPSOLUT is IP-67 rated, it will withstand the heat and humidity of the Houston climate, so very little maintenance is required once the installation is complete.



# CASE STUDY

## ***So What Makes the UPSOLUT so Special?***

First of all, since it is a camera-based sensor, each unit has the ability to monitor the status of six spaces (three on each side of a row). Once one of these parking spaces is occupied (or becomes available), the number of available spaces will change on all signage throughout the garage. Typically that will be on the monument entry signs and level signs installed in that particular area.

The UPSOLUT has a setting, that when activated, has license plate recognition. Not only is this an important security and enforcement feature, this function is the key to the system's "Car Finder App," which we will cover later.

River Oaks District also activated UPSOLUT's pedestrian counting feature to track the actual number of people that enter and leave the garage.

The UPSOLUT Sensor has a number of other unique features that River Oaks District has added:

- Optional additional camera under the sensor to provide 180 degree view — so a complete view of the garage
- Optional audio output to play pre-recorded messages — such as "You have parked in a reserved space — please move your vehicle."
- Record video streams for security and enforcement purposes (misuse of time limits)

What makes UPSOLUT so powerful is its completely integrated web-based software system. It is customizable to maximize the total parking experience. Its real-time reporting is 99.9% accurate and the detailed analytics afford the owner to constantly improve the parking garage environment.

## ***UPSOLUT Installed in Two Phases***

Although the UPSOLUT is extremely popular in Europe and Asia, the River Oaks District owners chose to implement the system in phases. This was primarily done to allow parking management to become familiar with UPSOLUT's powerful analytical tools and to gauge customer reaction to this new form of parking guidance.





# CASE STUDY

## Phase One

Initially, Parking Guidance Systems installed the UPSOLUT system on levels 2, 3 and 4 of the main parking garage.

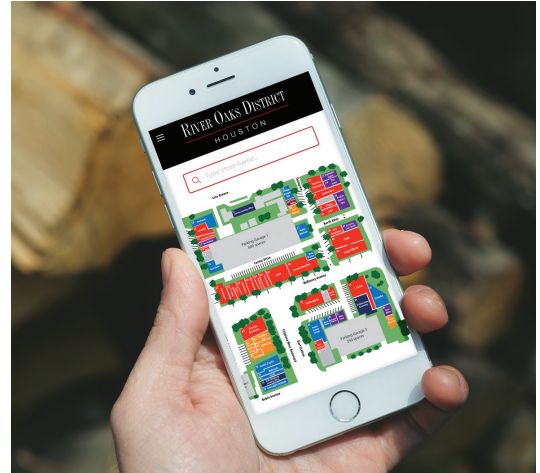
- # of UPSOLUTs — 142
- Parking Spaces Covered — 852
- Signage — Level Counting and Way-Finding on each level — 8

## Phase Two

After 6 months of monitoring, River Oaks District owners asked PGS to provide an estimate to not only complete the garage (levels 1 and 5), but to also add additional way-finding signage and the “Find My Car” Kiosk and mobile app function. Since River Oaks District parking customers have grown accustomed to the improved parking guidance the UPSOLUT system offers them, and the Owners have been able to gather powerful data from it, it was decided that by adding further enhancements... it would only get better.

- # of UPSOLUTs — 94
- Parking Spaces Monitored — 564
- Signage — Level Counting and Way-Finding on each level — 30
- “Find My Car” Kiosk — Strategically located at the top of the escalators on the level two of the garage
- Find My Car Mobile APP — Linked to UPSOLUT/INDECT Software

The newly added signage helps direct parking customers deeper into the garage for hassle-free parking. The recent installation of the “Find My Car” kiosk and mobile phone app makes locating your car worry-free and safer.



## Summary: UPSOLUT Parking Guidance and Administration Technology Closes the Total Customer Experience Loop

River Oaks District owners recognized early on that to close the loop in the customer and tenant experience, it needed to start in the parking garage. The exercise to parking a car, good or bad, leads to an indelible imprint on the customer's total experience.

With UPSOLUT, everyone wins. The customer is able to park faster, and the “Find My Car” app makes their experience safer and more pleasant. For the owner, parking space utilization is optimized, and the system's monitoring and analytics capability allows them to share important data with their tenants, as well as make adjustments and improvements to their parking management system on the fly, if necessary.

## About Parking Guidance Systems, LLC

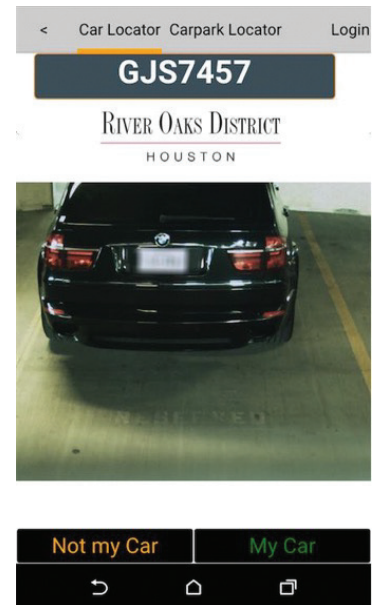
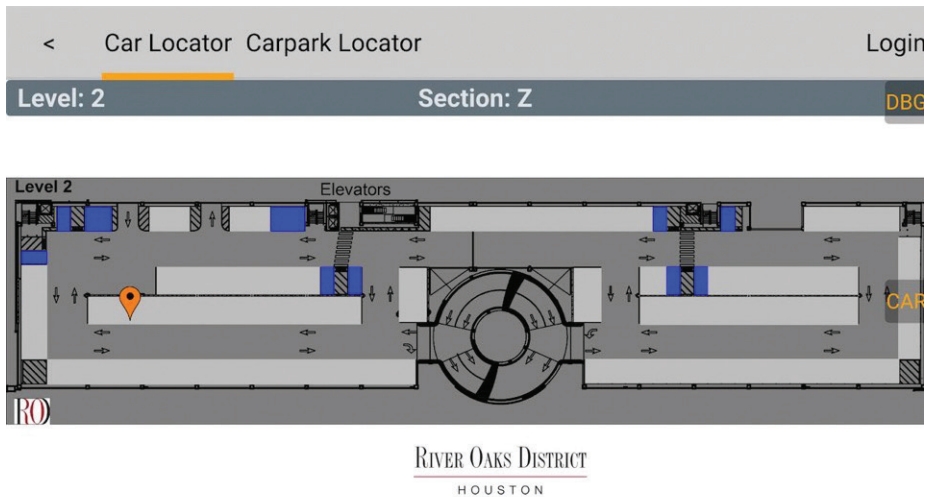
Based in the Houston area, PGS is one of the fastest growing distribution, installation and service companies in the parking guidance industry. PGS offers a wide range of parking management solutions including, INDECT, AVPM, IPsens and Mobile Parking App development.

[www.parkingguidancesystems.com](http://www.parkingguidancesystems.com)

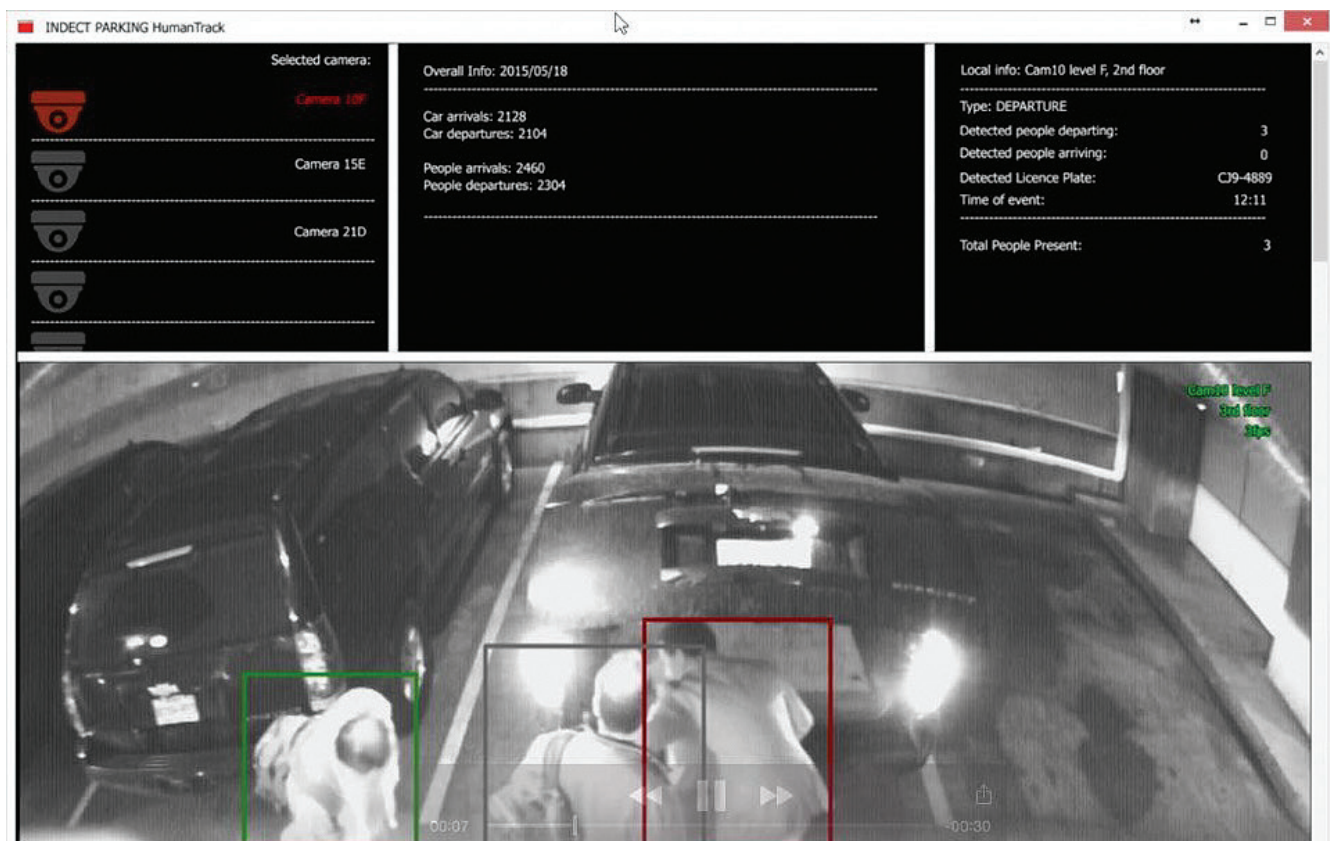


# CASE STUDY

## Data/Analytics/Security - Car Locator, License Plate Recognition



## Data/Analytics/Security - Car/Pedestrian Counting



INSTALLED BY:  
Parking Guidance Systems, LLC

[www.indect.com](http://www.indect.com)

