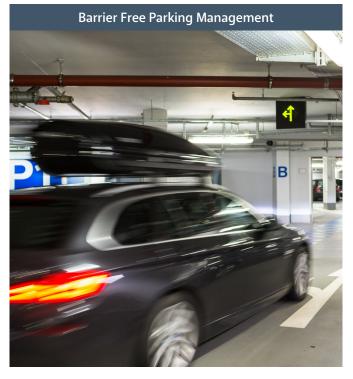# Application Study
Free Flow Parking Management

Maximise capacity, improve customer experience and generate revenue

Barrier Free Parking Management

OVERVIEW

As car use increases, so does the need to park the vehicles when they are not in use. It is estimated that cars are parked 95% of the time, so managing this is key in both the commercial and public sectors. In free flow parking environments, you need the best quality ANPR to catch vehicles entering at higher speeds and to cope with wider access points and steeper angles. CitySync's parking solution is perfect for this and provides the following benefits:

1.   Avoid misuse of the parking area
2.   Generate revenue
3.   Increase site security
4.   Quick and easy installation

The CitySync Free Flow Parking System is therefore perfect for shopping centres, retail parks, motorway service stations and restaurants.

HOW IT WORKS

CitySync utilises its CitySync 50 all-in-one cameras to capture vehicles entering and exiting the car park. A single camera can capture plates passing through a wide entrance from up to 25m away. All processing is done on-board and event data, including a high resolution overview image, is passed onto a JetParking server which compares arrival and departure times.

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HOW WE HELP

1. Avoid misuse of the parking area

Retail parks and shopping centres often do not charge customers for parking at their facility to attract them from the city centre. To prevent non-shoppers, e.g. commuters, taking advantage of the free parking, time limits are placed on the vehicle dwell-time. The JetParking server not only implements any dwell times required by the operator, but also creates a white-list (e.g. for staff and contractors) who can be exempt from enforcement actions.

2. Generate revenue

The CitySync ANPR system increases revenue in two streams. The first stream is through fines for vehicles contravening parking regulations. The system outputs plate data, capture times, ANPR images, colour overview images and a location ID to enable enforcement actions to take place. The second stream is the reduction of improper use which makes it easier for genuine customers to find a space, encouraging them to use the facility and improving their overall experience.

3. Increase site security

Outside of normal opening hours, some car parks become attractive places to commit crimes and can attract undesi-rables. The CitySync ANPR system is able to capture vehicles 24 hours per day regardless of external lighting conditions helping deter criminality and investigate any incidents which may occur.

4. Quick and easy installation

Thanks to the high resolution of the CitySync 50 camera, there is no need to configure varifocal lenses as with some analogue offerings. The one version of the camera can capture vehicles between 7m and 15m away and another will capture anywhere between 15m and 25m. The installation is further simplified thanks to the CitySync 50's web-based setup wizard.

PRODUCTS USED

CitySync 50	All-in-one HD ANPR camera
JetManagementSuite	ANPR software