STREETLINE
Connecting the Real World

Part 1: Change is Coming

Kurt Buecheler
SVP Business Development & Channels
May, 2015

Honeywell T87
1953
COOL
OFF
HEAT
60
70
Honeywell

BLOCKBUSTER

GM
GM

ALFA ROMEO
WOLSELEY
SIMCA
CROSLEY
TVR
Austin
ASTON MARTIN
FIAT
LAMBORGHINI
BMW
BORGWARD
TATA
PORSCHE
RENAULT
DE TOMASO
HILLMAN
NSU
SAAB
ROLLS ROYCE
VOLVO
TRIUMPH
LOTUS
NISSAN
Ford
Daimler
Studebaker
PLYMOUTH
TATRA
Singer
MG
LANCIA
MINI
MARCOS
ALVIS
ISUZU
MASERATI
KIA
ROVER
DACIA

BIG CHANGE: Does **NOT** Happen Like This…

BIG CHANGE: Happens **More** Like This…

But…

<u>Decades</u> of Changes in IT are Converging

COST TO START A BUSINESS

COMMON THEME:

COSTS HAVE MASSIVELY CRASHED!!

COST TO RUN A BUSINESS

COST TO COMMUNICATE

COST TO CONSUME

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Part 2: Change is Coming…
…To Parking

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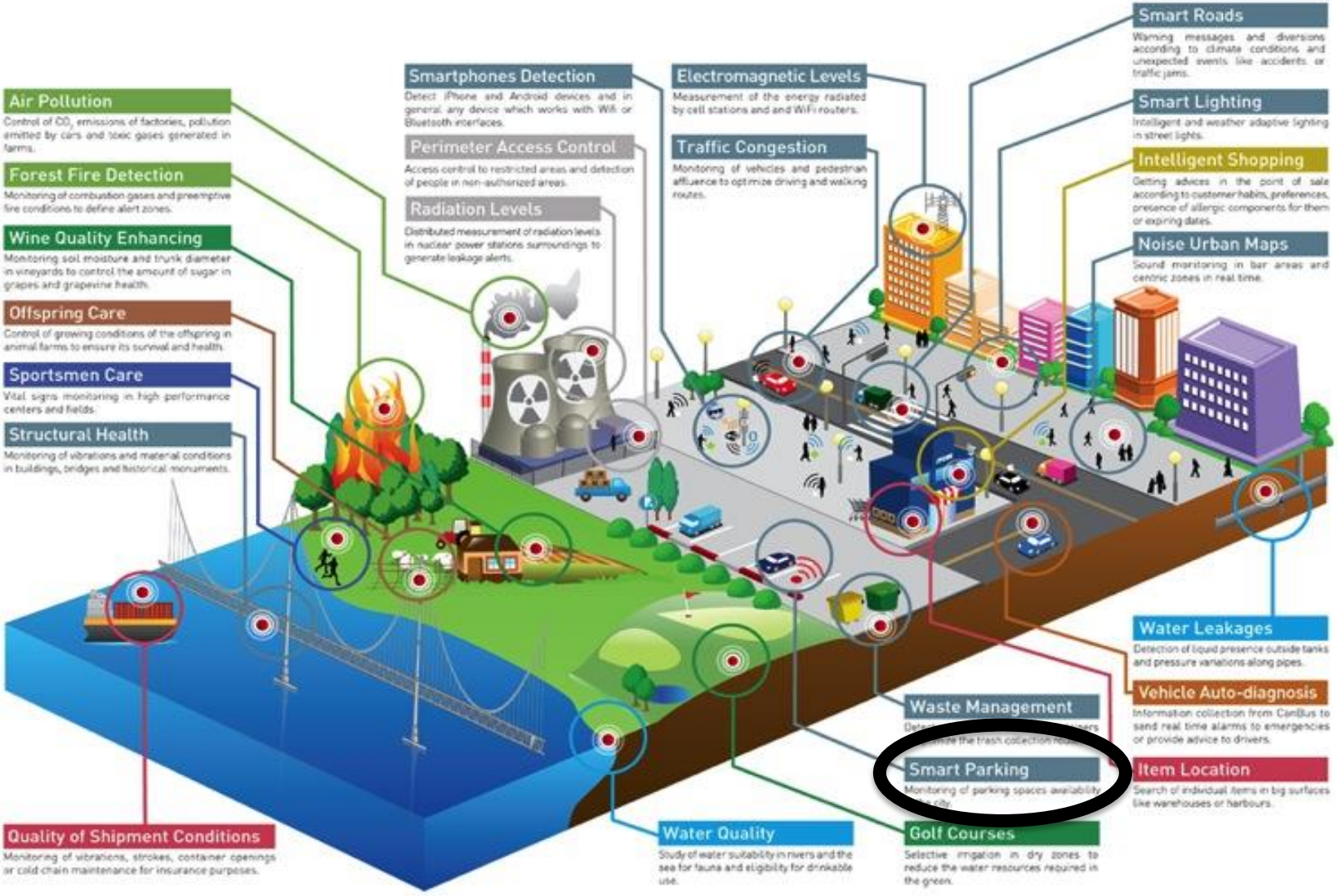
The Internet of Things (IoT)

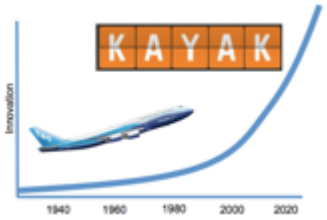


Industries getting smarter

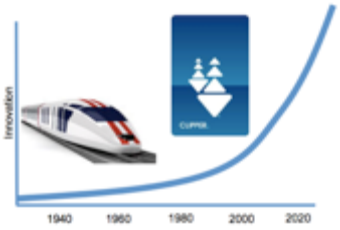
TRANSPORTATION

Cars

Airplanes



Transit

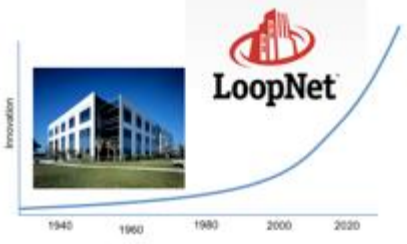


REAL ESTATE

Hotels

Residential

Commercial

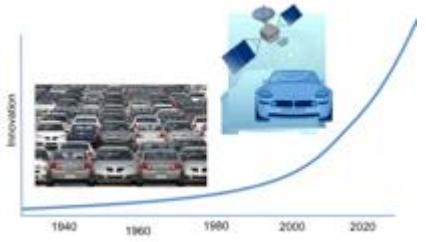


MUNICIPALITIES

Enforcement

Energy

Fleet MGMT



Parking: little has changed

20 min.

Average time spent looking

for parking in Large American cities

Based on Cruising for Parking, Donald Shoup, 2007

$1.2B

New York City's Annual

Parking and Enforcement Revenue

Based on Public Data

30%

The amount of congestion

Caused by cars circling the block

looking for parking

Based on UCLA study lead by Prof. Donald Shoup

+2% GDP

The increase in commerce

from a 10% reduction in congestion

Based on IBM Global Parking Survey, 2011 of 20 Cities

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A Holistic Approach to Parking Pain

Cities/Univ/Corporations

- Revenue loss
- Severe congestion
- Inefficient enforcement/ resource allocation
- Environmental impact

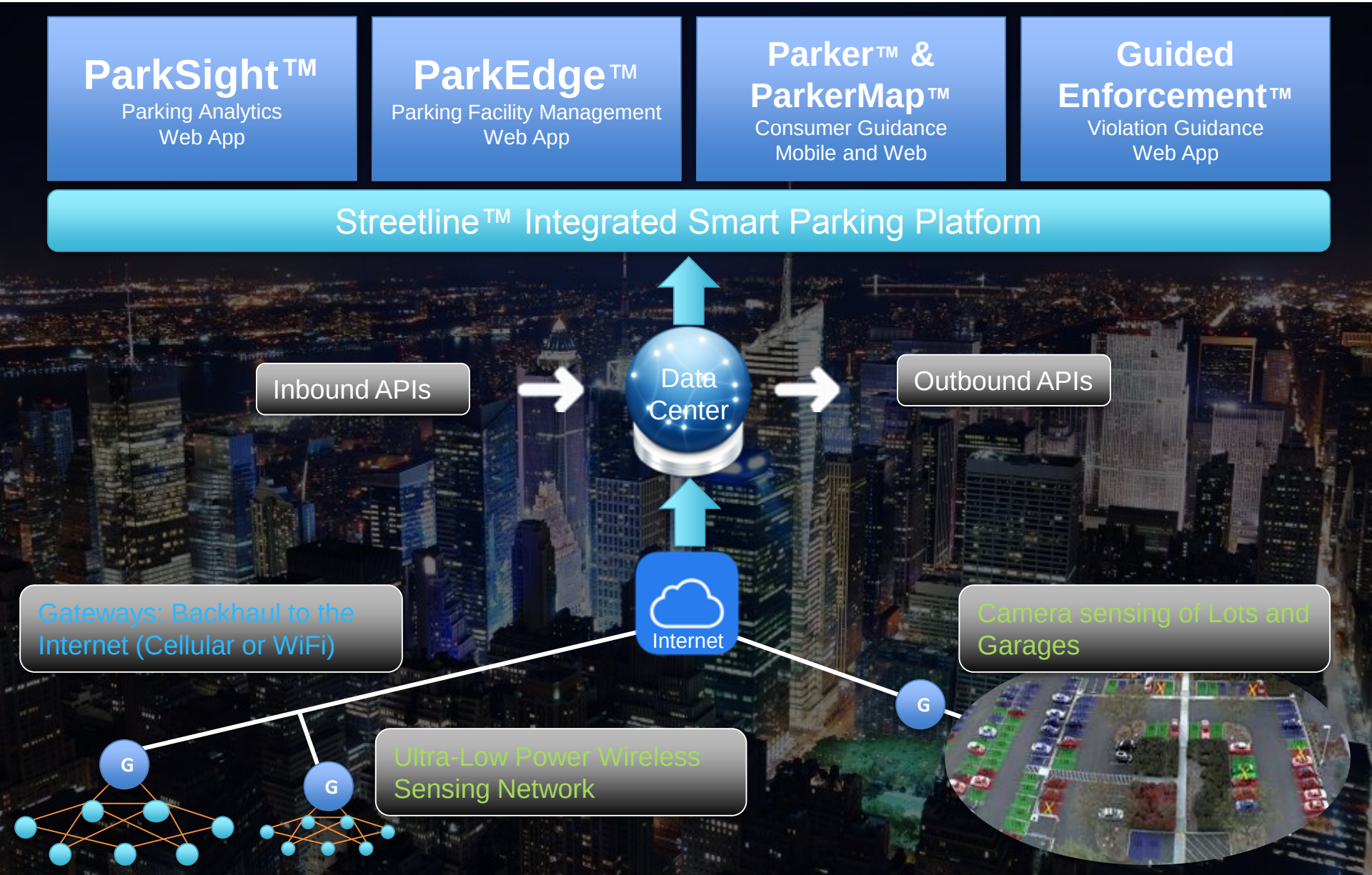
Consumers

- Time/fuel waste
- Ineffective payment, pricing & policy systems
- Search based on luck
- Source of stress

Merchants

- Loss of business due to lack of parking
- Customer frustration
- Limited ability to influence conditions

STREETLINE INTEGRATED SMART PARKING PLATFORM



Parker™

4:14 PM
75%
E 12th St
Search
Park
Settings

DOWNTOWN
Main Street Garage
259 spaces
On Street Parking
37 spaces

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ParkerMap™

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

"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

Mandaloun

Parksight™

Real-time operations status

- Select by area
- Real-time trend analysis
- View Occupancy
- View Potential violations

Historical Operations Analytics

- User configurable reports
- Select area, date, time and day of week
- Occupancy
- Turnover
- Revenue
- Enforcement

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Part 3: Change is Good! Period!!!!

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