



Press Release

Parkex 2018 - Preview

Cleverciti's smart parking platform goes from strength to strength

Now deployed in over 15 countries; enabling cities and operators to maximize efficiencies and customer experience

Parkex sees launch of industry's first 3D outdoor digital parking display, combining real-time wayfinding, messaging and advertising

Munich, 10 May 2018 – Cleverciti Systems will showcase its world-class clever parking solution for on-street and open-air parking management at Parkex 2018, Ricoh Arena, Coventry 13 - 14 June **(Stand E48)**.

As part of this, Cleverciti will launch the industry's first 360 degree real-time digital signage solution for pole and aisle wayfinding. The Cleverciti CIRC360 is an omnidirectional floating LED sign that displays live parking information in 360 degrees and can be mounted on existing lampposts of any size and type within 15 minutes.

Capable of displaying selected information for drivers approaching from different directions, the CIRC360 can be located directly above parking spaces and utilized for a range of dynamic on-street and open-air digital signage applications; including the combination of local parking guidance with advertising and other messaging, such as smart city data, as well as security notifications.

Cleverciti Systems is a disruptive solution combining IoT (Internet of Things) and big data expertise which has revolutionized the management of on-street and open-air parking. Now in daily operation in over 15 countries worldwide, Cleverciti is proven to be extremely accurate and reliable while also improving the standard of living of citizens.

Its powerful proprietary overhead sensor technology and innovative Cockpit management software empower cities, property owners and operators to manage parking in a more intelligent and efficient way. Access to the Cockpit is seamless via Cleverciti's REST API allowing authorized users to quickly and easily monitor and analyse highly accurate smart data (historical and real-time) on parking space availability, utilization and other key metrics.

Cities can leverage this information to significantly reduce traffic congestion and emissions caused by parking search traffic while also greatly increasing parking revenues. At the same time, parking operators - at airports and shopping malls for instance - are using the Cleverciti System to improve overall customer experience and increase the time for shopping, instead of searching for parking spaces.

Motorists too benefit from precise, real-time parking information allowing them to make intelligent decisions. The Cleverciti platform offers real-time digital parking guidance via its parking app features which can be integrated into client apps as an attractive front-end. The Cleverciti app provides motorists with live overviews of available and occupied parking spaces, guiding them directly to the nearest available space in the immediate vicinity. Cleverciti's shopping mall app will guide drivers directly to the nearest space of the store of their choice.

Cleverciti Systems high precision overhead parking sensors are easy and cost-effective to deploy without street closure or vacation of parking spaces. A single overhead sensor can detect up to 100 parking spaces and views a parking area holistically. Even in snowy, rainy or hot sunny conditions the sensors ensure precise measurement in real-time to fully maximize available capacity across entire streets, large parking areas, shopping centers, stadiums and truck parks; while intelligently monitoring restricted areas such as bus lanes, taxi ranks, EV charging stations and fire hydrants. There is no requirement for roadworks or other disruption during installation as the sensors are simply mounted on existing or new ("smart") lampposts, masts, façades, or integrated into luminaires.

Multiple innovative business models for smart cities and other outdoor parking operators are available from Cleverciti, from leasing and rental models to pure Software as a Service (SaaS) and performance based revenue share models.

About Cleverciti Systems GmbH:

Cleverciti Systems has developed a world-class, end-to-end solution for parking detection, guidance and monitoring for on-street and outdoor parking. Cleverciti Systems aims to become the global smart parking leader by helping cities reducing traffic and pollution, allowing drivers to enjoy a seamless parking experience, and enabling infrastructures' owners to maximize their returns. This will be achieved by scaling its current solution and staying at the forefront of disruption through continuous R&D. The company is headquartered in Munich, Germany with offices in Chicago and the San Francisco Bay Area. www.cleverciti.com

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