Innovation Trail Finalist

Cleverciti Systems – Stand E48
Cleverciti Circ360

Cleverciti has launched the industry's first 360 degree real-time digital signage solution for pole and aisle wayfinding. 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 car parking digital signage applications including: airports, attractions, casinos, leisure facilities, malls and stadia.

For the first time Circ360 enables the combination of local parking guidance with advertising and other messaging, such as smart city data, as well as security notifications. Motorists benefit from precise, real-time parking information allowing them to make intelligent decisions.

- No need to have a smart phone
- Local guidance to free parking spaces
- Messages, promotion and event information
- Advertising revenues
- Fast installation: one size fits all lampposts
- Instant connectivity via 3G/4G or Wi-Fi
- Automatic guidance to empty spaces

Circ360 is the latest addition to the Cleverciti smart parking platform now in daily operation in over 15 countries. Cleverciti's proprietary overhead sensor technology and innovative management software empower cities, property owners and operators to manage parking in a more intelligent and efficient way. Authorized users can quickly and easily monitor and analyse highly accurate smart data (historical and real-time) on parking space availability, utilization and other key metrics. Cities and parking operators can leverage this information to significantly improve customer experience, reduce traffic congestion and emissions, and greatly increase parking revenues. The Cleverciti platform also offers real-time digital parking guidance via its parking app features which can be integrated into client apps as an attractive front-end.