A new generation of intelligent parking.

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A member of the TKH Group

Park Assist is proud to be an active member of The Green Parking Council – a national 501(c)(3) organization providing leadership and oversight for the green conversion of parking facilities to sustainable, environmentally responsible assets.
Parking technology far beyond guidance: With core business intelligence.

When we entered the parking technology field back in 2005, the industry was solely about guidance systems. For many of our competitors, it still is.

Park Assist had a different view of its mission from Day One. We envisioned ourselves as a business intelligence company. And over the past decade, we’ve become the industry’s bona fide technology leader with successful installations spanning 20 countries and counting. As our portfolio of successes continues to grow.

Who We Serve:
- Airports
- Architects, Consultants & Engineers
- Casinos/Gaming
- Colleges & Universities
- Corporate Campuses
- Citywide Parking
- Healthcare Facilities
- Hospitality
- Integration Partners
- Mixed Use
- Retail

Light years ahead of the curve.
Our pioneering camera-based system: Now in its fourth generation.

Empowered by our proprietary portfolio of intelligent cloud-based software solutions, a camera based M4 smart-sensors system has the core business intelligence to deliver new revenue opportunities. Operational efficiencies to streamline costs. Expanded levels of security and surveillance. Along with an unparalleled end-to-end parker experience.

We embedded a brain right in the sensor.

With competing systems based on ultrasonic technology, the sensor monitoring the space can only determine one thing: whether the space is occupied or not.

By contrast, a Park Assist smart-sensors system puts processing intelligence right at the parking-space level. Each camera based smart-sensor has the ability to stream surveillance video to the core server, while also sending rich data for integrated License Plate Recognition (LPR), tracking of behaviors and usage patterns, and unprecedented system-wide control.

A streamlined installation with a unique vantage point.

The streamlined layout of a Park Assist installation is as functional as it is aesthetically pleasing. Dual camera M4 smart-sensors are perched above the driving lane to monitor a pair of spaces on each side. This unique vantage point provides the CMOS cameras with an unobstructed view of the parked vehicles for advanced monitoring and expanded surveillance. While providing parkers with clear sight lines for easy guidance and navigation.

Introducing the L4: Integrating M4 capabilities with leading-edge LED lighting.

Our new L4 smart-sensor combines next-generation guidance with ultra-efficient LED lighting in a single, streamlined installation. Powered by the same 800 MHz dual-core processor as the ceiling-mounted M4, these sleek lightpipe-mounted devices bring a modern and inviting feel to a garage. While minimizing utility costs, improving visibility for surveillance, and boosting sustainability.
Intelligent parking. On so many levels.

More Control

To heighten efficiency and profitability.

A Park Assist M4 smart-sensors system generates a wealth of continuous data on the behaviors, preferences and usage patterns that affect your parking facility on a day-to-day basis. This actionable data is fed to the core system of our powerful web-based management platform: an invaluable portal you can use to streamline costs and maximize efficiency. Examples of how this data can be leveraged to make better decisions include:

- Analysis of facility usage patterns to help with control of lighting costs, strategies to improve space utilization, and off-peak scheduling for maintenance.
- Historical analyses to determine seasonal and recurring trends for customer volume and revenue.
- Capacity/utilization metrics to help plan for new construction or site expansion.

Increased Revenue

Finding the hidden money in your facility.

Parkers are arriving throughout the day who would gladly pay more for a premium space. With our intuitive dashboard and the Park SelectRate software extension, you can easily designate spaces for premium pricing – or other conditional pricing strategies – anywhere throughout your entire facility.

Once a vehicle enters a premium space, the M4 smart-sensor camera feeds vehicle ID and time duration data to your PARCS or other revenue management system – which applies the pre-entered premium rate for that particular engagement. No need for expensive gate systems or costly loss of spaces. Premium parking becomes a bona fide moneymaker that instantly increases revenues and the bottom line.

Expanded Surveillance

A watchful eye with a unique vantage point.

Traditional security systems have a hard time getting an unobstructed view of a key area where undesirable events can take place: in the parking spaces themselves. In a standard Park Assist installation, M4 smart-sensor cameras are already in place to identify vehicles and monitor occupancy in every parking space. With the addition of our Park Surveillance software extension, the smart-sensors typically capture streaming surveillance video whenever motion is detected in or around a space. This can also be modified to provide continuous surveillance. Either way, it’s an expanded level of security that would otherwise be cost-prohibitive.

The streaming video and transactional time data captured by the M4 smart sensors provide a powerful combination of evidence for theft/assault incidents. Protecting owners and management against fraudulent claims. While helping to deter the intrusion of unwelcome visitors. All while providing parkers with an added measure of safety, security and peace-of-mind.

Next-Generation Guidance

Elevating the entire parker experience.

At the street entrance and key driver-decision points, Park Assist digital wayfinding signage clearly shows the number of available spaces on each level of a parking garage. Then on each level, bright LEDs on the smart-sensors quickly signal hurried parkers to open spaces using familiar green-or-red color coding – or custom colors for handicapped spaces, premium spaces and the like. Together with our advanced wayfinding signage, this seamless guidance results in substantial time-to-park savings that reduce both fuel usage and related CO2 emissions.

We also make the departure experience as easy as the arrival. Our exclusive Find Your Car™ feature uses integrated License Plate Recognition (LPR) to help a parker find the exact location of his/her vehicle upon return. These kinds of conveniences not only serve the parker in the moment. They build a level of customer satisfaction that often leads to positive word-of-mouth, repeat business and increased market share for your brand.
An unprecedented synergy of sensors, software and core intelligence.

Our M4 sensor-with-a-brain is just one of a trio of enabling elements that comprise the Park Assist cloud-based technology platform. Our intelligent core server empowers a proprietary suite of sophisticated software to provide a level of advanced detection and analysis that enhances operations and decision-making across the board.

The result is a set of game-changing capabilities – designed to maximize revenue and help minimize costs across a facility or multiple facilities – while treating parkers to advanced levels of convenience, assurance and satisfaction.

A software-driven and fully scalable solution.

There is no need to replace hardware in order to expand or upgrade a Park Assist system. From the outset, the flexibility of our software suite enables us to devise an optimal package of features for each individual site. A wide range of software extensions can also be integrated as your needs evolve – from our existing and continually expanding portfolio of readily available modules.

Robust reporting and control.

Since the camera based smart-sensors provide intelligence at the parking-space level, the core cloud server can largely focus on the substantial data processing needed to produce a wealth of interactive and incisive reports. This real-time reporting capability, accessible through an intuitive and configurable online dashboard, is what truly sets the Park Assist platform apart.

Rapid deployment with no downtime.

With competing ultrasonic parking technology, you need to shut down your facility for what is a fairly complex installation. By contrast, a Park Assist M4 smart-sensors system is quickly installed, section by section, with no disruption and minimal effect on day-to-day operations. The installed system is seamlessly integrated via Park Assist server-side APIs with your current PARCS or other revenue management system. Park Assist mobile APIs and apps can also be used to make customer-facing features accessible across a wide range of smartphones and tablets.
Extending our platform to heighten performance and profitability.

What really sets Park Assist apart from the competition are the powerful software extensions we continue to create – to transform the information we capture into meaningful insights. The result is a sophisticated software suite that enables facility operators and managers to keep a finger on the pulse of what’s going on, across a facility or multiple facilities.

Secure APIs for system integrators: Sharing the core intelligence of our platform.

Our varied integration partners use the unique guidance-and-beyond features of the Park Assist Business Intelligence Software Suite to enhance their offerings as well. Whether you’re a revenue control provider, mobile app developer, wayfinding kiosk manufacturer – or a supplier of other parking services – find out more about the benefits of partnering with Park Assist.