



EzPark Vehicle and Empty Spot Finding System



The EzPARK Solution:

EzPARK is a low-cost, wireless parking lot infrastructure that enables the customers to see the empty spaces at the entrance, and leads them to their vehicles on their way back.

Benefits:

- The EzPARK system will significantly reduce the time spent in parking lots and will increase customer satisfaction.
- Wireless nature of the MOTEs will get rid of labor and wiring costs.
- The system will eliminate the need for parking attendants.
- Premium parking and subscription services will provide extra convenience to willing customers, while increasing revenue from the parking lot.
- MOTEs and RF ID tags will provide a cheap, easily replaceable solution.
- Due to the advanced software and hardware capabilities, there is no size or capacity limitation for the parking lots that can be installed with EzPARK.
- None of the other current products address all of the issues EzPARK covers, neither are they as cost-effective.

Key-facts about Parking Problems:

- Surveys show that about **20%** of customers **have second thoughts** before going shopping on busy days just because of the heavy traffic and parking problems.
- Most customers complain about getting lost in the huge parking lots on their return.
- Extra parking personnel hired on holidays do not really solve the problem, plus they are rather expensive.
- Especially in the case of large malls, time lost in the parking lot has to be made up during shopping. Thus they end up buying only things they need, and do not have time to look around. Surveys show that about 35% of all items purchased at malls are “off-the-list” items.

Conclusion: Inefficient parking does cause a **significant reduction in potential revenue**. With effective organization, revenues could go up **5-10%** per year. Besides, in today’s severe competition for market share, customer satisfaction plays a vital role in determining which companies survive and which ones don’t. Thus providing better service before anyone else will give a company significant advantage over its competitors.

