

SWARCO

# OPTIPARK® OUTDOOR PGS

PARKING GUIDANCE FOR OUTDOOR PARKING FACILITIES



OPTIPARK Outdoor Parking Guidance System (PGS) alerts drivers to available parking, maximizes occupancy, enhances the driver experience, and boosts revenue all with the same incredible accuracy as our indoor solution. This advanced solution also provides rich data collection, robust reporting, and the ability to integrate with third party applications.

## ACCURATE DETECTION

Field-tested and internationally-proven, OPTIPARK PGS is the first to offer an affordable alternative to simple counting systems while maintaining superior data accuracy via cutting-edge video analytics.

Whether you need a vehicle counting system, citywide wayfinding signs, PARCS integration, or data for a mobile app, SWARCO's patent-pending OPTIPARK PGS can be tailored to your unique parking needs and budget.

## KEY BENEFITS

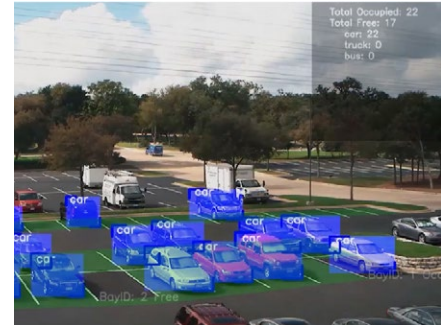
- Enhance user experience
- Increase utilization and revenue
- Fully modular, expandable system
- Integrate with citywide wayfinding, websites, and parking apps
- NTCIP compliant

## HOW IT WORKS

Our solution begins with two modes of sophisticated optical detection, In-Motion and At-Rest. In-Motion detection counts the vehicles as they drive in/out of the parking lot, while At-Rest detection counts each individual parking space.

Highly-accurate vehicle counting and classification data is collected and analyzed by OPTIPARK Software which can share availability with apps, websites, business intelligence tools, and OPTIPARK Signs within structures, at outdoor parking area entrances, and on roadways throughout the community.

Using globally-proven technology SWARCO OPTIPARK Dynamic and Variable Message Signs display availability, dynamic pricing, custom messages, full-color images, ads, and promotions.



# OPTIPARK® OUTDOOR PGS SYSTEM OVERVIEW

## FEATURES

### SUPERIOR DETECTION

Easy-to-install Power over Ethernet (POE) cameras utilize state-of-the-art object recognition and path tracking.

### DATA INTEGRATION

Integrate parking data into smart phone apps, city websites, maps, business intelligence platforms, and PARCS systems.

### CUSTOMIZABLE WAYFINDING SIGNS

Energy-efficient signs can display parking availability as well as custom messages and images in full color.

### CENTRAL CONTROL

Management software provides a single data aggregator for collecting, analyzing, and disseminating parking availability.

### SCALABLE ARCHITECTURE

Ideal for any size parking lot. Can include multiple lots, structures, signs, sensors, etc.

### VENDOR AGNOSTIC

Regardless of what solution providers you work with, the open architecture of OPTIPARK Software means you are not locked into sourcing from a single vendor.

### REDUCED OPERATIONAL COST

All components are built in-house to the highest quality standards, reducing your risk and overall cost of ownership. Energy-efficient cameras, controllers, and signs with the industry's longest meantime between failures (MTBF), save you money and boost your bottom line.

### SINGLE SOURCE

All system components are provided by SWARCO and our sister SWARCO companies, reducing the hassle and risk of dealing with multiple vendors.

### QUICK & EASY INSTALLATION

With minimal infrastructure requirements, OPTIPARK PGS can get up and running in no time with little out-of-pocket expense.



SCAN THE QR CODE TO LEARN MORE

[swarco-optimark.com/PGS](http://swarco-optimark.com/PGS)

## COMPARISON MATRIX

	Basic Counting (e.g. loops or speed bumps)	OPTIPARK® PGS (At-Rest and In-Motion Detection)	Single-Space Solutions (individual sensors)
High-accuracy vehicle counting		✓	✓
Ease of installation		✓	
NTCIP compliant		✓	
All components from a single source		✓	
Infrastructure and installation costs	\$	\$\$	\$\$\$\$
Remote support		✓	✓