

McCain, Inc.

# OPTIPARK<sup>®</sup> OUTDOOR PGS

FOR OUTDOOR PARKING SPACES

## OUTDOOR PARKING GUIDANCE

SUPERIOR ACCURACY THAT STARTS WITH SUPERIOR DETECTION

Let drivers know if and where available parking is in your parking area, maximize occupancy, enhance the driver experience, and boost revenue by directing drivers to available parking with an OPTIPARK Parking Guidance System (PGS). Gain actionable insights through accurate data collection, reports, and integration with third party applications.

### ACCURATE DETECTION

Looking for an affordable smart parking solution to provide superior occupancy data and modernize your operations?

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, McCain's patent-pending OPTIPARK PGS can be tailored to your unique parking needs and budget.

### KEY BENEFITS

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

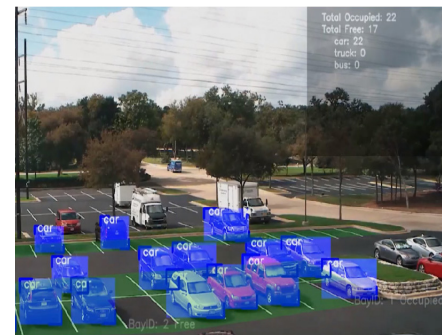
### HOW IT WORKS

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 from SWARCO, our parent company, OPTIPARK Dynamic and Variable Message Signs display availability, dynamic pricing, custom messages, full-color images, ads, and promotions.

### BEYOND PARKING: SMART CITY INITIATIVES

With more than 30 years of experience in transportation, McCain's OPTIPARK PGS is the only NTCIP-compliant solution that allows you to integrate parking with your city's traffic operations.



# OPTIPARK® 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 today or tomorrow, 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 McCain and our sister SWARCO companies, reducing the hassle and risk of dealing with multiple vendors.
- **QUICK & EASY INSTALLATION**  
Often there are hefty infrastructure costs associated with getting the latest technology into parking lots, but with minimal infrastructure requirements, OPTIPARK PGS can get up and running in no time with minimal out of pocket expenses.



## 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 & installation costs	\$	\$\$	\$\$\$\$
Remote support		✓	✓

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