

# AppyWay The Parking Platform

## Service Definition

AppyWay The Parking Platform is a world's first kerbside management platform. Using a combination of IoT technology including sensors and M2M dongles, and our mobile app we enable drivers to find parking spaces quickly and easily - on-street and off-street, start a parking session with one click and only pay for the minutes parked. In addition to it, Smart Parking platform provides smart mobility solutions including real-time parking availability, frictionless payments and powerful analytics dashboard portals: Insights and Payment.

The Insights dashboard is a portal to visualise the parking occupancy data. It provides real-time and historical views of the parking capacity, utilisation and stay duration which enables local authorities to derive trends and actionable insights to inform parking management, enforcement and policies.

There is potential for providing that data through Power BI reports or data feed for other Business intelligence tools, but also to provide real time availability data to VMS signs.

The payment dashboard is a back office portal to administrate the parking payments. It provides visibility of the parking payment in real time, the ability to create reports on the parking payment, and produce refunds to the customers.

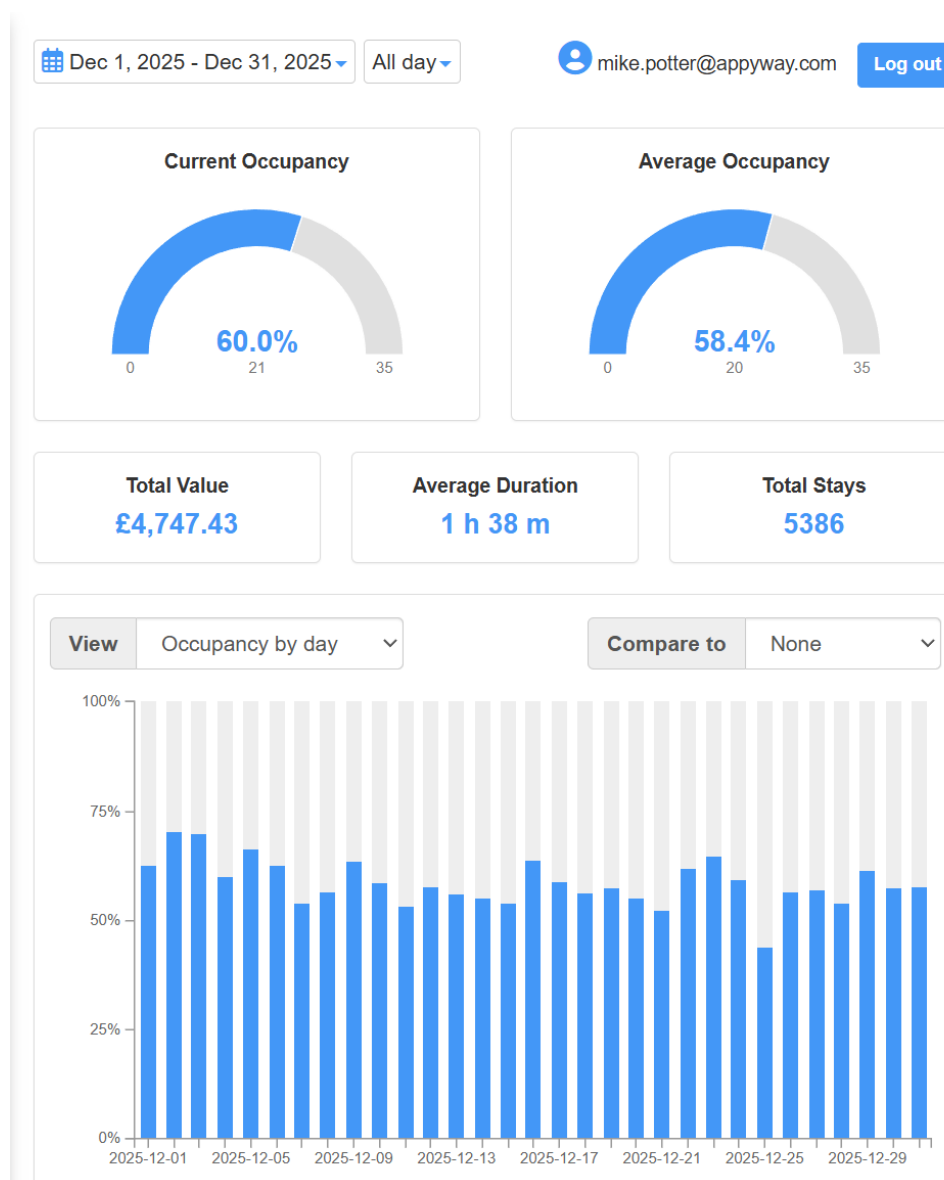
### Service features:

1. Monitor parking occupancy for restricted parking areas in real-time with dynamic occupancy data and heat maps
2. Aggregate and visualise parking utilisation and revenue trends and patterns with graphs
3. Mobile interface to facilitate payments for parking and kerbside access
4. Provision of real-time parking occupancy powered by on ground sensors, or sensed cameras
5. Optimise management and enforcement of specific used spaces like electric vehicle charging spaces, disable spaces or ride sharing spaces
6. Enable smart and efficient kerbside management with real-time alerts to enforcement teams
7. Empower on-demand mobility services (ride hailing, car clubs, car pooling)
8. Interface with Virtual Messaging Signs for on street and off street parking guidance
9. Enable frictionless on street and off street payments
10. Enable frictionless barrier car parks entry and payment
11. Parking sessions and financial reporting
12. Parking payment partial and total refunds to customers

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## Service benefits:

1. Understand the utilisation of parking bays
2. Improve predictability of parking demand
3. Optimise the value of parking revenues
4. Reduce non-compliant short parking stays
5. Increase utilisation of parking bays
6. Help to improve traffic flow and ease congestion
7. Inform parking strategy and policy with accurate historical data
8. Make it easier to find and pay for parking
9. Ability to operate smart city mobility services and solutions
10. Provide pay-as-you-go parking
11. Facilitate the financial reconciliation





## Make Parking Forgettable™

AppyParking+ (by AppyWay) is a high-definition parking navigation tool designed to map the UK's "kerbside" with precision. It serves as a digital co-pilot, helping drivers navigate complex parking rules and costs.

Here is a summary of its key functionality and benefits:

- **Comprehensive Coverage:** It provides detailed parking data for over 450 UK towns and cities, mapping everything from paid bays and car parks to complex on-street restrictions.
- **"Nearest and Cheapest" Search:** The app allows users to search by destination and arrival time to find the most cost-effective parking options, often uncovering free spots drivers would otherwise miss.
- **Visual Parking Timelines:** It replaces confusing street signs with a clear digital timeline, showing exactly when restrictions (like resident-only or loading hours) start and end for any specific bay.
- **Blue Badge Integration:** It offers specialized mapping for Blue Badge holders, highlighting accessible bays and relevant local concessions to reduce walking distances.
- **Real-Time Availability:** In "Smart City" zones, the app links to IoT sensors to show live space availability, indicated by green pins on the map.
- **Turn-by-Turn "Follow Me" Navigation:** The app provides hands-free navigation directly to the selected parking bay, with restrictions dynamically updating as you drive.
- **Pay-Per-Minute Parking:** In certain supported cities, the app allows for "linear pricing," meaning you only pay for the exact minutes you are parked rather than being forced into hourly blocks.
- **Subscription-Based Premium Features:** While there is a free version, the Premium tier (available daily, monthly, or annually) unlocks advanced filters, "Follow Me" mode, and deeper insights into restricted zones and red routes.



▶ AppyParking+, Plan, Park & Pay

