

License Plate Enabled Parking

Extend-by-Phone

An innovative service allowing consumers to receive expiration reminders for pay-station-initiated parking transactions and extend their parking session remotely using text (SMS) messages from their mobile phone. Extend-by-Phone does not require any pre-registration, works in both Pay-by-License Plate and Pay-by-Space modes, is compatible with all mobile phones, and delivers value for both consumers and parking operators.

Convenience

Consumers now have the option of providing their mobile phone number at the pay station in order to receive a reminder when their parking is about to expire. A few minutes before their parking session ends, a text message is sent to the consumer's phone indicating the time of parking expiration and offering an option to extend time. The consumer responds by entering the additional minutes needed to their parking session via their mobile phone. A confirmation message is sent to the consumer and parking time is then automatically extended, with the additional cost charged to the consumer's credit card used at the pay station. Now, consumers no longer need to rush back to the pay station or risk getting a citation; a simple text message allows them to continue to pay for parking and resume their activities with peace of mind. They don't even need to interrupt a conversation to put the phone to their ear.



The service does not require pre-registration, and Extend-by-Phone is compatible with any mobile device that supports text messages.

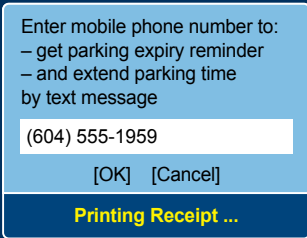
Increased Revenues

In general, only a small fraction of vehicles parked in violation are actually caught by enforcement officers, and less than 20 percent of those receiving citations actually pay. This results in significant loss of revenue. The convenience of the Extend-by-Phone service promotes consumer compliance with parking regulations: it's so easy to pay for parking extensions that it's

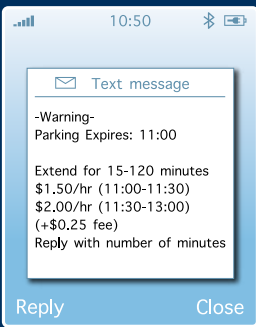
not worth risking a citation. For parking operators, this means more equitable use of parking resources, but also more revenue. It also reduces the need to rely on citations—always a source of consumer dissatisfaction—as a revenue stream.

How Extend-by-Phone Works

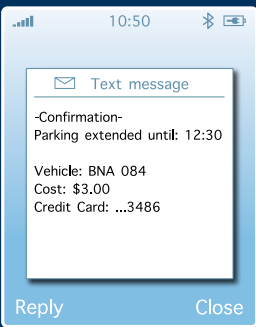
1. Purchase parking at a pay station using your credit card
2. Enter your mobile phone number when prompted



3. Receive a expiration reminder text message prior to expiry
4. Send a reply text message with the amount of time needed



5. Receive a confirmation text message



To learn more about Extend-by-Phone and how it can work for your operation, please contact your DPT Regional Account Manager or local DPT reseller.



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