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cities more  
livable



# Best practices for automatic camera parking in gated and free-flow parking areas with mobile apps

Bernd Reul, EasyPark  
Intertraffic 2024

# EasyPark +20 years of experience in parking

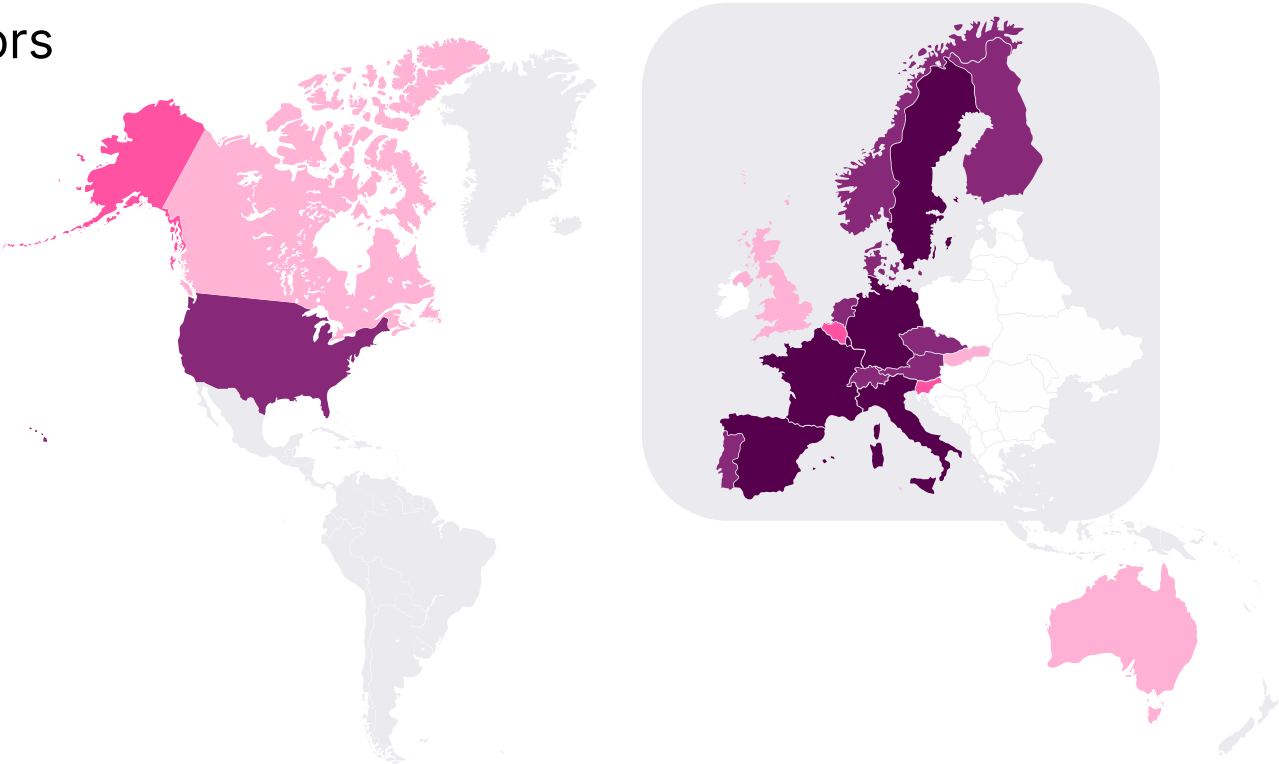
5000+ cities & operators

EasyPark Group presence

**easypark**

**RingGo**

**ParkMobile**  
PART OF EASYPARK GROUP



EasyPark is integrated with key PMS and CameraPark (ANPR/LPR) system vendors and the volume is growing rapidly

25.000+

Off-street Parkings areas enabled with EasyPark

200%

more Camerapark transactions in 2023 vs. 2021

40+

Different CameraPark system integrations



# How does the digitization and automation of parking areas affect the operation and customer experience?



Traditional gated car parks with paper ticket and ticket based pay stations



Open surface lots or car parks with P&Ds and manual enforcement

**Digitization & Automation**



Gated car parks with ANPR (LPR) - either with tickets or ticket-less pay stations



Open surface lots or car parks with free-flow ANPR (LPR) system and ticket-less pay stations

# Automatic CameraPark with a parking app - a seamless experience

An app based solution bringing fully automated parking on ANPR-enabled facilities for a touchless and free-flow parking experience with and without gates.



84%

# Automatic cameraparking - all 3 entities need to work seamlessly together for a flawless end-user experience

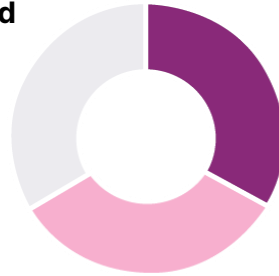
## Parking Operators Interface

Focused on recurring/frequent customers

- Monthly subscriptions and long term parking
- Account management
- Premium services

Operator  
Front-end

Parking app



Parking Management System

## Parking App

Focused ad-hoc users

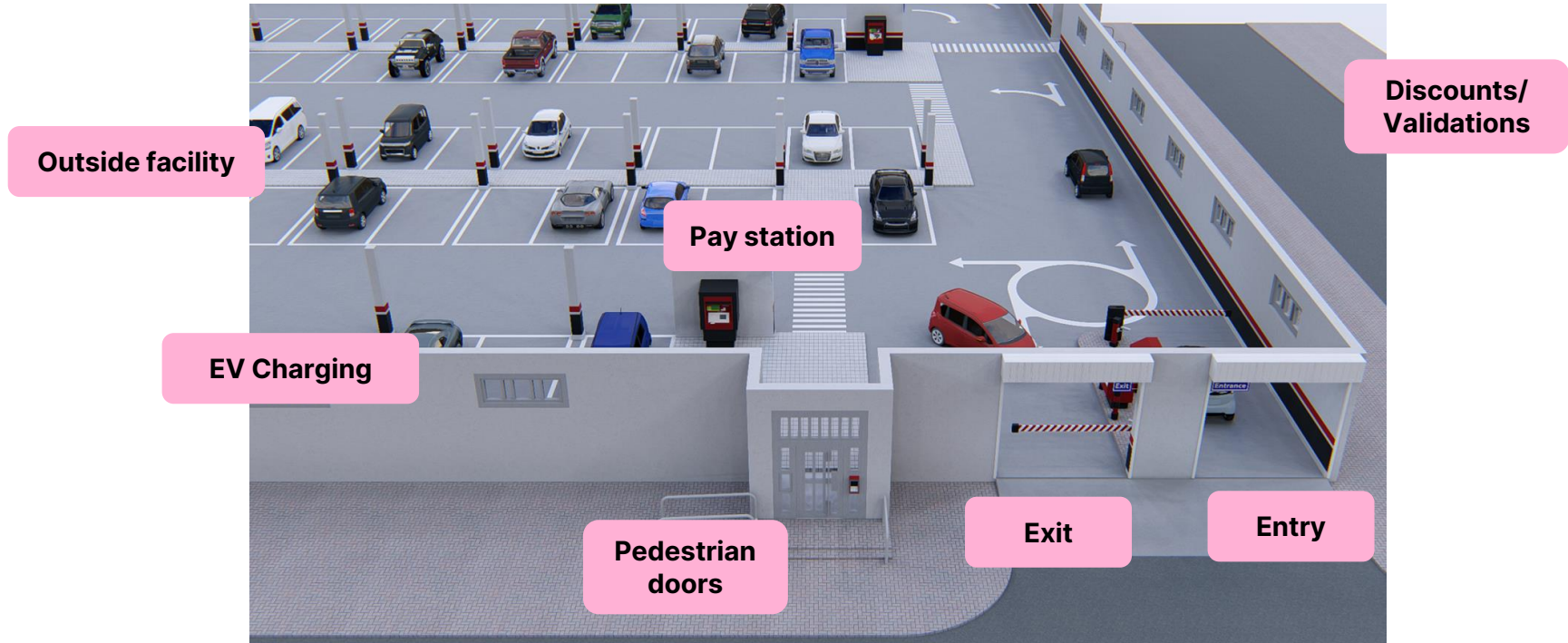
- On-street & off-street in city and across cities
- New channel for operators

## Parking Management System (PMS)

- Managing the cameras, pay stations, and gates (if applicable)
- Tariff engine including discounts



# How does the digitization and automation of parking areas affect the operation and customer experience?



# Entry (1/2)

## What:

Show **sign with apps/ services**

## Why:

Drivers are informed



## What:

**Prevent issuing of a physical parking ticket** if payment is done via an app service

## Why:

Avoid double-payments



## What:

**Digital display** with information

## Why:

Drivers are informed



# Entry (2/2)

## What:

Move subscribers from RFID to license plate based solution

## Why:

Avoid double-payments



## What:

Ensure **correct priorities**

## Why:

Avoid double-payments



## What:

Allow users to cancel **automatically started transaction** in parking app

## Why:

(Wrong) user not forced to pay via app

# EV Charging



## What:

Allow users to pay for charging with same solution as for parking - manually for via ANPR

## Why:

Make it easy to pay for EV charging



# Pedestrian door

## What:

Provide **web based solution**

## Why:

People can enter with license plate



## What:

Provide **QR code scan solution**

## Why:

People can enter with QR code in parking app

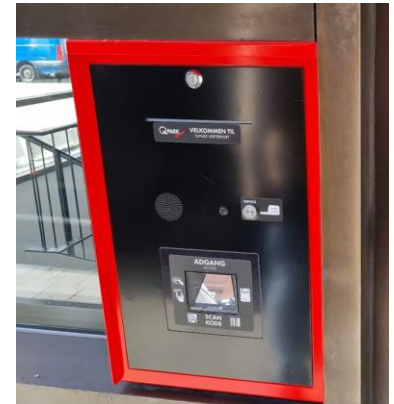


## What:

Provide **screen based solution**

## Why:

People can enter with license plate



# Pay station

## What:

Show that transaction is paid via app

## Why:

Inform drivers that the payment is handled

## What:

Support **automatic and manual camerapark flows**

## Why:

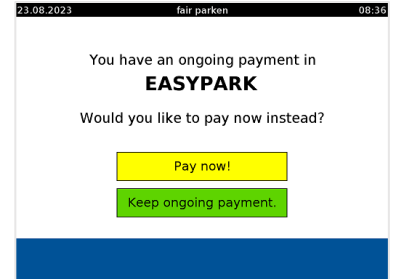
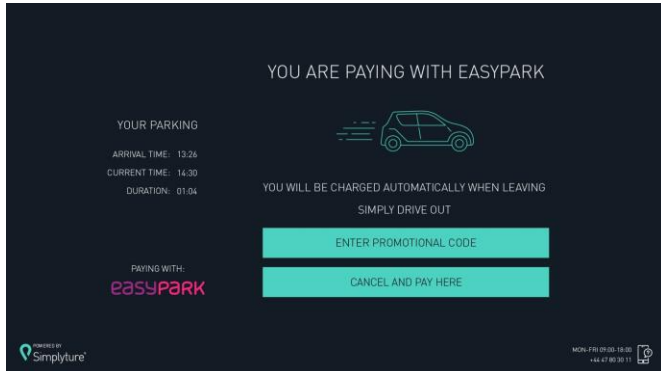
Everybody can pay with app during first visit; shared car users can also pay with their parking app

## What:

Allow drivers to **cancel automatic payment** and pay on site

## Why:

Actual driver can pay instead of account holder for automatic service



# Discounts & Validations

## What:

In a digital ANPR based parking system, **validations must be done based on license plate** - not (only) on paper tickets

## Why:

Guest will get the relevant discount also when using a parking app and ANPR



# At exit

## What:

Operator must **close transaction in the PMS** (after camera misread)

## Why:

Ensure transactions are closed correctly

## What:

Support **QR code (in app) as back-up**

## Why:

Allow drivers to exit correctly



## What:

**Keep ANPR camera working** even though gate may be manually opened

## Why:

Ensure that transactions are closed correctly



# After exit

## What:

For non-closed transaction,  
**allow apps to send end-time of exit to PMS**

## Why:

Get paid for transactions and remove open transactions

## What:

**Allow Operators to close the transactions** in the PMS later

## Why:

Remove open transactions



## What:

Especially for Free-flow:  
**Automatically wipe non-stopped transactions** at zero price after short period

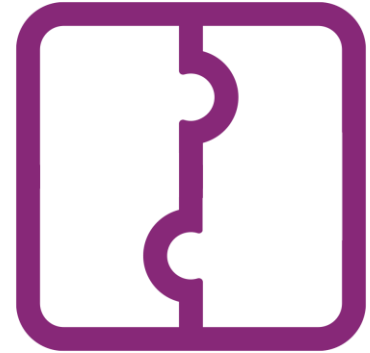
## Why:

Remove open transactions

# Direct integrations between parking apps and the PMS (Camerapark) systems have a number of benefits

## Benefits of direct integrations

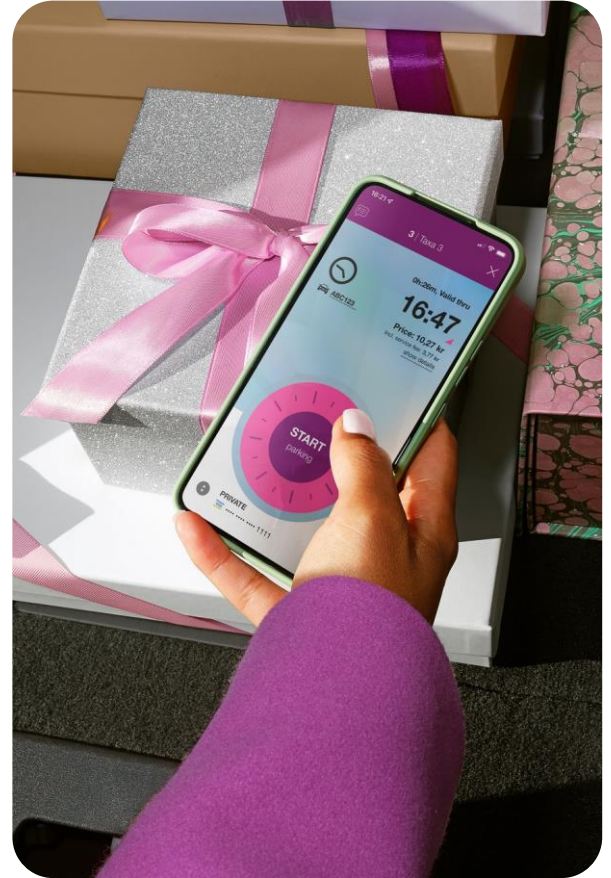
- Correct prioritization (Subscriber, Booking, Spontaneous parker)
- Full integration between ticket & pay stations and ANPR camera solution - also avoiding double payments
- All transactions and revenue in one system (per car park)
- All features supported by PMS available to Operator, App and Drivers
- Least possible points of failure
- Fast response times between reading license plate and gates opening
- Clear service ownership and direct support contacts



# Summary

- Digitization of car parks using ANPR greatly improves parking experience for subscribers
- Enabling parking apps will also improve the experience for spontaneous parkers
- Following best practices for gated and non-gated facilities ensures the best possible customer experience
- Think about the end-user experience for the whole parking journey

...and working with the EasyPark parking app requires very little investment!



# Thank you

Bernd Reul

**Head of Group Commercial Management and  
International Accounts**

bernd.reul@easypark.net

+45 40901680

**EasyPark AB**

Hangövägen 20, 115 41, Stockholm

+46 077-011 22 00

[www.easypark.com](http://www.easypark.com)