



gtechna<sup>i</sup>

# Pay by Plate + Real Time Enforcement

LPR in the palm of your hand:  
Handheld LPR

## That was then...this is now...

With Pay by Plate, vehicles that have no residential permit registered are easily spotted with handheld or vehicle LPR enforcement. Compliance is up and spaces available to residents that pay for them so that rain, sleet or snow, Mary's car is always a few paces from the front step.

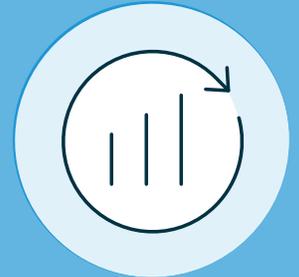
The downtown parking garage has just been outfitted with a pay by plate system too. In this new ecosystem, permits for work and home are easily paid and renewed online. The new access control system at work is gateless. Two fixed cameras record her registered plate on entry and exit. Vehicles that are not regular permit holders have the option of paying by plate at a pay station. Unauthorized vehicles are flagged and officers can be dispatched directly to the zone for enforcement where a final verification is made directly from an officer's handheld LPR equipped Smartphone.

Getting those chores done after work no longer feels like the obstacle course it once was for Mary. Congestion is down and spaces are available. Since pay by plate is zone based, no painted lines are required adding more parking real estate per city block. At pay by plate stations, paying by credit card and entering a plate number means that there is no race back to beat the meter because a parking session can be topped off on a mobile parking app. And getting that trunk of groceries into the house is no sweat since the car parked a few feet away holds a residential permit and is no longer competing for curbside space.

One common database, one ecosystem, simplifies enforcement and simplifies lives.

## Features

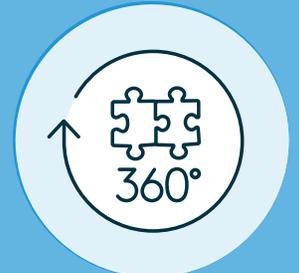
**Future Proof Upgrading**



**Lean Trim Infrastructure Costs**



**360° Degree Integration points**



**Online Permits Management: View/Pay/ Appeal**



**Real Time Enforcement with Handheld and Vehicle LPR**



# A New Comprehensive System Integrated Seamlessly Throughout Your Entire Operation

## A Case Study on A Day in the Life of An Average Parker

In the past, the day might often start with a hike to the car for an average city dweller like Mary, where space is a highly sought commodity—proving especially unpleasant in cold weather—parked blocks away because spaces were occupied by non-permitted vehicles.

When headed to work, downtown parking is scarce and parking garages with dated technology are cumbersome. Everyday Mary makes a stop at a gate and waits for a ticket to be issued. If her ticket gets lost or a gate is malfunctioning she has to call an attendant to gain passage. On exiting work during rush hour, a simple chore in congested downtown streets often means circling blocks before finding a dedicated parking space. Errands are run within the time constraints of the ticking coin operated meter, often with a dash back to the vehicle before the time expires. Once out of the downtown area, one last daily hurdle awaits back home, as she hopes she won't have to make multiple trips to bring groceries in from her vehicle in the only spot that was left, a block away.



## The Advancement of License Plate Recognition in Parking (LPR)

As improvements in LPR hardware and software have exponentially increased functionality, widespread adoption of LPR by Federal, State, Local and Private Businesses have lowered overall system costs. For many years, parking agencies which have successfully used LPR for scofflaw identification in their booting programs are looking to integrate LPR into their overall parking operations. These integrations may include Pay by Plate through both Pay Stations and Pay by Cell, Access Control, as well as Residential and Commuter Permit Management.

## Enforcement Has Never Been Easier

As one of the first and most advanced Android™ plate-based parking integrators gtechna offers pay by plate enforcement options on Samsung Smartphones and Tablets.

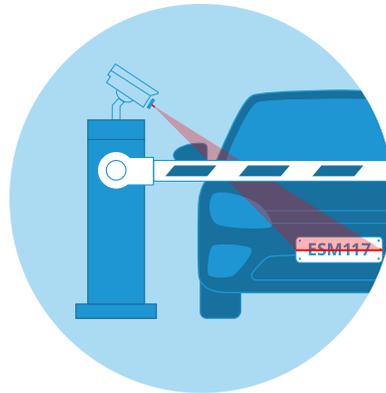
As a compliment to officers on the field or as a targeted enforcement alternative the pay by plate solution can be integrated with license plate recognition cameras (LPR) for vehicle mounted LPR enforcement. LPR offers a seamless digital workflow from automated plate capture to fully integrated eTicketing software and feature-rich administrative tools for ticket management.



**Hanheld LPR**



**Vehicle LPR**



**Fixed LPR**

Remove complexity from the equation by letting LPR detection automate the enforcement of multiple business rules.



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## Benefits

### Win-win for the city, parkers and merchants

Organizations adopting LPR are quick to be recognized for the speed with which they reach new heights of productivity. Pay by plate is the key to generating higher turnover. It promotes commerce, alleviates congestion and improves overall quality of life for citizens.

### Extensible, modular, agile

Grow your list of milestones and accomplishments in parking without reinventing the wheel by adopting a system that lets you transition at a pace that makes sense for your road map. Win big with the public and your fleet of parking professionals with quality of service and performance boosts.

By taking an agile approach new tech can be added without system overhauls. Meet the needs of tech savvy public with mobile features while improving the enforcement process and efficiency.

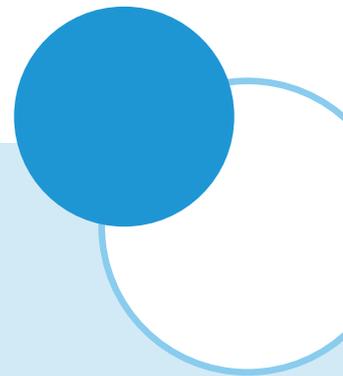
### Integrated tech

Less means more savings. Reduce equipment, use pay by plate to replace redundant systems with more cohesive integrated tech. It adds up to fewer pains and profit losses from recurring maintenance overhead.

Build a reputation among peers as a parking innovator. Pay by cell is one of the fastest growing technologies alongside LPR. Not only does it offer a slimmed down less costly infrastructure, it modernizes parking systems along with the image of the city.

### Pioneering LPR technologies

Claim your place among top educational institutions, operators and cities who are pioneering new parking practices using Fixed and mobile LPR to redefine the enforcement and end-user experience.



## Pay and Display Isn't Going Anywhere...and That's Okay Because We Support Pay and Display and Integration with Pay by Plate

Transition to pay by plate on your own terms. The fact of the matter is that most you have to prioritize plan and phase in implementation over time. The good news is that this can be done. You can deploy pay by plate on your own terms and also ease public and employee acceptance.

There is a unique, interim blend of both Pay-and-Display and Pay-by-Plate parking that allows for a painless transition from one system to the other. Many of the Pay-by-Plate kiosks can operate in Pay-and-Display mode, but with the ability for parkers to enter their plate number. While this adds a step for the customer, it begins to condition the customer to expect to have their plate number as part of the parking transaction. From the city perspective, the plate number can now be printed on the parking receipt. This means that the Pay-and-Display receipt is now only valid for one vehicle, and excess time purchased cannot be given to another customer. Suddenly, this hybrid form of Pay-and-Display with Plate Entry requirement, moves the consumer and enforcement staff in the direction of focusing on the plate number for compliance while immediately increasing parking revenues through elimination of customers sharing receipts.

