

# Australian parking tech developer wins partnership to launch integrated cloud-based parking solution

Mosman Council has further cemented its position as an early adopter of technology by introducing the award-winning CellOPark parking payment app to its suite of cloud-based, contactless and paperless parking solutions for residents.

MEDIA RELEASE - Sydney, New South Wales, 8 April 2020 - Mosman Council has further cemented its position as an early adopter of technology by introducing the award-winning CellOPark parking payment app to its suite of cloud-based, contactless and paperless parking solutions for residents.

CellOPark, from Australian technology company Smarter City Solutions, will work in conjunction with the current parking payment methods, as a part of the councils endeavour to embrace new technology and implement innovative parking solutions to enhance the customer experience.

Mosman Council are considered industry leaders for their adoption of new parking technology and were the first Australian local council to transition completely to virtual parking permits after launching Smarter City Solutions's vPermit in 2019, which won an award for 'Excellence in Technology and Innovation' at the Parking Industry Awards in the same year.

vPermit was delivered to over 10,000 Mosman residents and has reduced customer service hours by allowing residents to register for a parking permit online through the vPermit portal.

The CellOPark system will also automatically give eligible Mosman residents using vPermit a 'free' three-hour period to park in areas such as The Spit, Balmoral, Clifton Gardens, Rosherville Reserve and also near Taronga Zoo. A first of its kind, this integration will automatically discount fares for residents using a car registered with vPermit by using License Plate Recognition(LPR) technology.

Alongside the CellOPark and vPermit technology, the council has also implemented in-ground, real-time sensors on key streets and car parks, and developed their own app to help motorists find available parking in popular areas. With the data collected from the various smart parking technologies the council can now make informed decisions about their planning and development instead of relying on anecdotal evidence.

Speaking of the project Mosman Council General Manager Dominic Johnson said the pay-by-app service would further enhance the driving and parking experience in Mosman.

"The app is the latest in a suite of innovative solutions implemented by Mosman Council to ensure Mosman continues to develop along a smart city pathway.

"Local users will benefit from the Mosman-specific information, which accounts for vPermit holders' free parking periods, contributing to a tailored parking experience.

Ori Almong, Managing Director of Smarter City Solutions, said that given our current Covid-conscious climate the move to contactless technology has accelerated the need for innovative parking solutions such as CellOPark and vPermit.

"We are pleased to team up with Mosman Council for the second time to create a parking management solution which suits the needs of residents, visitors, businesses and the council while still offering incredible data for future council planning.

"Now via the CellOPark app and mobile site, visitors and residents of Mosman will be given more flexibility and options for payment when looking to park in the council area and with our premium reminder service, they will never risk a fine again.

"CellOPark's technology simplifies the entire parking process for visitors, residents and the council. Motorists can start a session in the zone they parked in, with zone selection made easy through GPS integration and QR codes on signs, and because transactions are linked to license plates there is no need to hold on to printed tickets or display them on dashboards."

Smarter City Solutions has built a strong reputation in deploying integrated, cloud-based parking solutions that enable municipalities and campuses to deliver a better experience to their staff and stakeholders. They have a suite of products including vCompliance, an infringement management system that can be tailored to the needs and integrated with legacy systems.

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#### Smarter City Solutions Bio

Smarter City Solutions (SCS) is an established Australian software and technology services organisation that is leading the way with integrated parking systems. SCS is delivering award winning parking solutions derived from interconnected cloud-based technologies using its own pay-by-app and virtual permit systems as well as vCompliance for infringement issuance and systems from other leading parking technology providers. Smarter City Solutions is on a mission to develop software and systems that enable parking providers to enable a better experience of parking and administrative infrastructure for their staff and stakeholders.

#### About Mosman Council

Mosman Council is recognised as an industry leader for its use of the latest technology to manage public parking efficiently. Council has embraced new technology in its parking strategy by using innovative solutions to manage its public parking space, introducing in-ground sensors to improve the utilisation of its limited parking supply and moving to all-digital parking permits through its award-winning vPermit system. Council's parking sensors, digital permits and customer parking apps enhance the ability to use information collection and communication technologies to further improve or expand services.

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