



CASE STUDY

Digital Car Park Counting Systems

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The Car Park Lowdown

Digital signage technology is driving rapid change in the car parking industry with recent shifts towards automated, real time bay information for drivers.

The use of digital screens can enrich the customer experience in numerous ways. In this Case Study we explore some of the 'must haves' for efficient carpark facilities, and showcase our customised solutions for car bay counting organisations across Australia.

Car Park 'Must Haves'

This is by no means an exhaustive list, but there are some fundamentals when considering the perfect car park. Some of the most important considerations are:

- ✓ Clear, effective signage – availability and directional signs
- ✓ Wide bays – generosity of space & angle of park
- ✓ Good infrastructure & location – parking where it's needed!
- ✓ Easy entry/exit – sufficient entry & exit routes
- ✓ Efficient payment system – sufficient pay stations with clear pricing model

- ✓ Security – safe, secure parking at all times of the day
- ✓ Clear communication – floor level indicators, space numbers, entry/exit routes

So, how do these translate to car bay counting systems and can you afford not to have them?



Unique Methodology for Car Park Bay Counting

LED car park counting systems use simple yet effective technology to help with at least 3 of the above 'must haves'. Technology drives the solution, with the power of a wireless RSS communication feed to LED digital signage providing real time data. Locating car park counting signage at the entry points of a car park allow customers to access important information relating to the facility, such as:-

- How many bays are available?
- What floors have the most car parking spaces?
- Is this car park at capacity?



Demonstrated Digital CarPark Counting

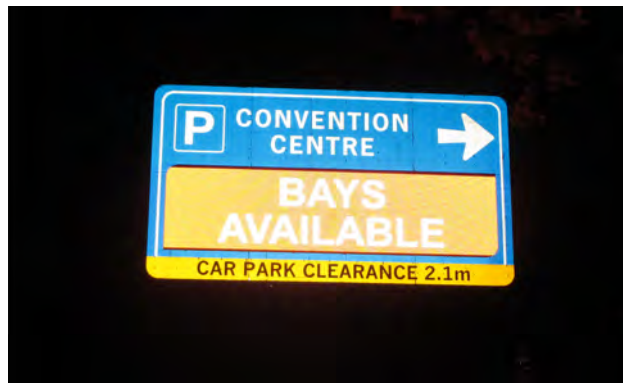
Our team is well experienced with a capacity to delivery nationwide digital car parking projects. The service goes beyond design and installation, with a servicing and maintenance crew available across Australia for remote and site works. We provide not just the digital screen technology but also design, manufacture and install the steel structures the signs are attached to including engineering and all associated local body and Main Roads permit requirements.

Our turnkey solution has been delivered to achieve some of the key 'must haves' outlined above.

Must Have 1 - Clear, Effective Signage

Located strategically at the entry points of a car park, high visibility LED signs are a natural advert for the car park and can be set up to display critical directional or availability information.

Our work for City of Perth has allowed us to create custom made car park digital signage. From conception to completion, our team will design artwork to suit the site eg. on a cantilevered digital sign at Mounts Bay Road (see below). From detailed shop drawings our team's turnkey approach includes manufacture and commissioning of the LED signage prior to a night installation.



Must Have 2 - Easy Entry & Exit

There's nothing more frustrating than getting inside a car park that is already at capacity. It wastes time and does nothing to enhance a provider's reputation. Car park entry signage strategically located at a reasonable distance from the facility will ease entry by showing real time capacity eg. 91 bays. Real time data is fed via wireless communication via a unique system developed over the last 3 years.

Our team's customised solution is driven by an RSS feed from the City of Perth's traffic management website. Our unique methodology is automated and offers minimal intervention from the City of Perth – Once the software is programmed it has demonstrated itself as a 100% reliable, cost effective solution to deliver real time car bay counting information the same as if the information was being viewed on a mobile device or desktop PC.

The Pier Street Car Park project we completed for City of Perth – as shown below - required an above awning, double sided new sign solution to replace an old non-structurally sound sign and aging redundant faulty signage. Our team guided the project seamlessly from start to finish, from detailed shop drawings, structural engineering, manufacture of the new sign, methodology and OSHE, traffic planning and management, illumination and then installation with commissioning at night.



Must Have 3 - Clear Communication

For the Concert Hall Carpark our team created a new outdoor entry digital pylon sign. From engineers' drawings and our detailed design drawings we constructed a 3 metre high double sided sign using a galvanised steel frame clad with 3mm aluminium. Our paint shop spray painted a high quality 2PAC paint finish and the illumination behind the sign was performed in house. As demonstrated by the visual below, this sign.



Turnkey Solution

We provide traffic & parking systems for companies both large and small.

For the Concert Hall car park the new entry digital signs clearly display the bays available at the entry. These single sided P10 LED outdoor screens replaced outdated technology. As part of our thorough robust solution, we supplied a thermostatically controlled IT Cabinet to ensure full operational effectiveness of the control equipment at all times so the control equipment is not affected by the weather elements of heat, dust, water.



Benefits of Digital Signage in Car Parks

If you're considering upgrading to a digital signage solution in your parking zone, some of the benefits are:

- Encourages return patronage by improving the customer experience
- Instantly identifies disabled bays and other special status parking
- Customers spend less time in the car park and therefore more time shopping
- Affordable, configurable, and fully scalable
- No impact on existing IT infrastructure or new investment required with our unique delivery process.
- Reduces congestion and pollution by streamlining the parking process
- Suitable for deployment in existing facilities with negligible disruption
- Integrates with software to provide powerful reporting and stay duration statistics.
- Value add information sources eg. weather, traffic and transport information.

The Future of Carparking Digital Signage

We recommend you read our 'Digital Information Signs' Case Study for ideas of how sophisticated digital car park signs can now merge with wayfinding technology to direct cars to available spaces.

We explore how sensors record cars entering and leaving a car park, together with data on parking trends throughout the day which can be used to give a more accurate representation of space availability.

LED car park signage in the future can also utilise the technology for safety messaging eg. 'Don't drink & drive', product advertising, promotions, weather updates, traffic reports or security messages 'Is your car locked?' At Airports where bus shuttle systems required to take travellers to their terminal digital car park signs could show shuttle timetables, for example.

Updated parking rate cards and prices can be displayed on entry and locations of pay machines are other ways in which the digital technology can be employed to provide a better parking experience – good communication is key as we know from the 'must haves' outlined at the start!





Environmental Benefits of Digital Carpark Counters

As LED parking systems are designed to help motorists get to a free parking spot quickly, this will reduce search and transit times, which in turn reduces congestion and exhaust fumes. The gains in air quality and environmental conditions will lead to greener outcomes. These signs can also completely be run off

solar energy which is one of the cleanest and renewable energy sources. Also at the end of the signs lifetime we recycle all components through our 'Green Recycling Process'

Taking the Next Step

If you're looking for a dynamic digital signage solution that enhances drivers car parking experience talk to us today.

Contact us at +618 9274 5151 or email admin@signsandlines.com



We're ready to start talking!
Speak up now about your next project or idea.

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