



## *Connected Parking and Mobility Solutions – Trends*

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SKIDATA

# Connected Parking and Mobility Solutions – Trends

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Senior Director - Business Line Parking

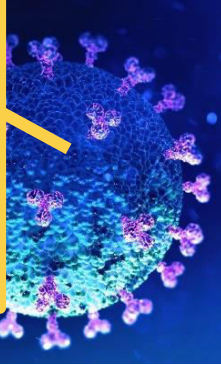
**let's**  
**welcome**  
**the future of parking**



# Covid-19 accelerated digitalisation trends in parking

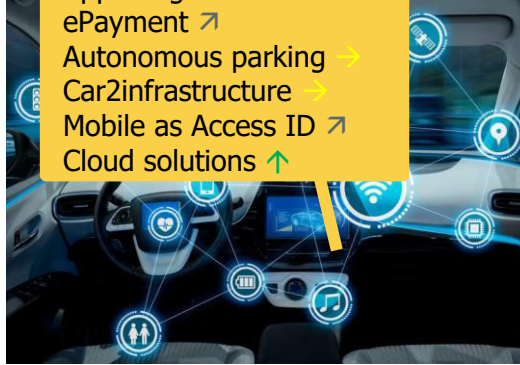
## COVID-19

- Travel ↓
- Public transportation ↘
- Car Sharing ↘
- Remote Access ↗
- Touchless ↗
- eCommerce ↑
- Investments ↘
- Individual car traffic (↗)



## CONNECTIVITY / IoT

- App integrations ↗
- ePayment ↗
- Autonomous parking →
- Car2infrastructure →
- Mobile as Access ID ↗
- Cloud solutions ↑



## EMOBILITY

- Park & charge ↑
- Charge point reservation →
- eCharge Guidance ↗



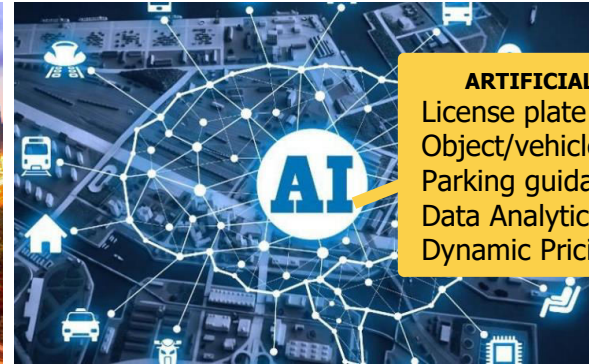
## URBAN MOBILITY / SMART CITY

- Park & Ride | Last Mile ↗
- On-street Integrations ↗
- Utilization optimization ↗
- Navigation ↗
- Inner City Road Tolling ↗



## ARTIFICIAL INTELLIGENCE

- License plate recognition ↑
- Object/vehicle recognition ↗
- Parking guidance ↗
- Data Analytics ↗
- Dynamic Pricing ↗



# The future of parking is



Connected

Simple

Secure

Sustainable



## For more liveable, attractive city centers

Find & get guided to  
available parking

EV charging & parking – no registration, single payment

Easy payment  
via mobile phone

Easy ticketless  
access to parking

Incentivize desired behaviors:  
park & ride, on-street, public  
transport, inner city road tolling

Increase convenience for regular parkers with Pay-per use & online subscriptions





# Better welcome experiences

From Paper Tickets  
and Plastic IDs



To LPR based Ticket Reduced,  
Ticketless & Freeflow

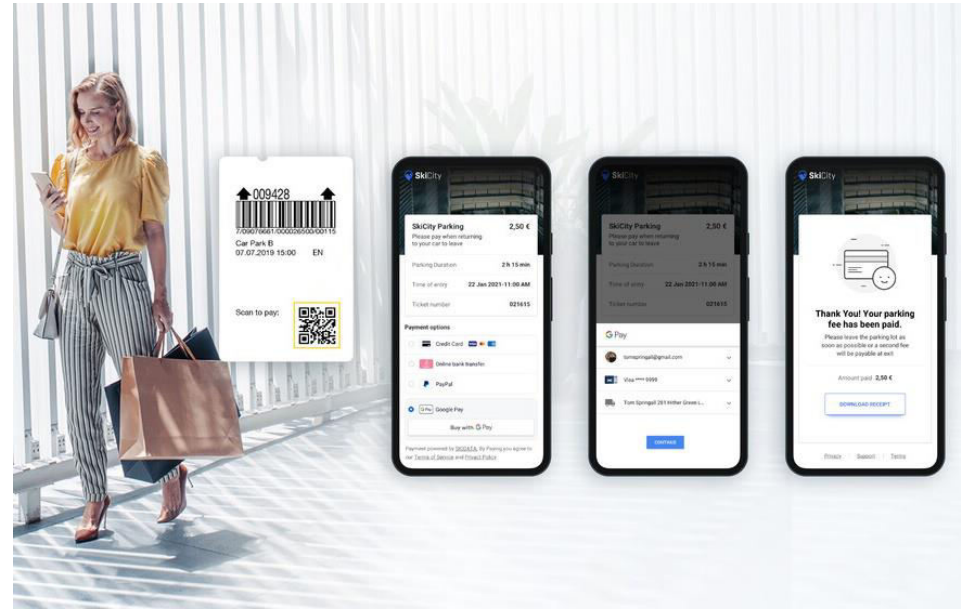


# Access & payment via mobile phone

## From Machine or Desk



## To Online & Mobile



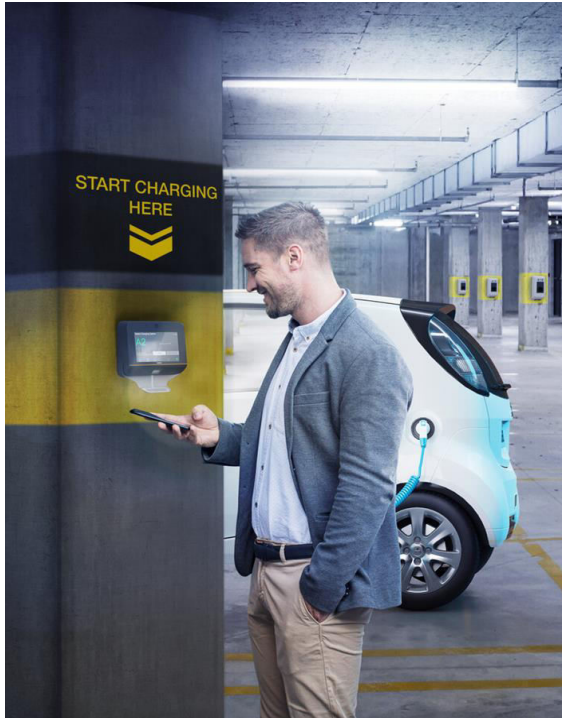
# Co-existence of “old world” with “new world”





# Additional integrated Services

eCharging

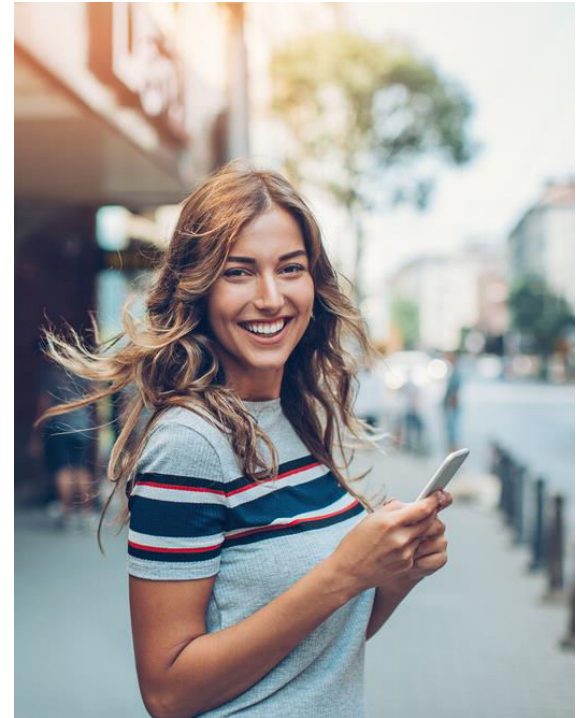


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Park & Ride | Last Mile



On-Street | Road Tolling

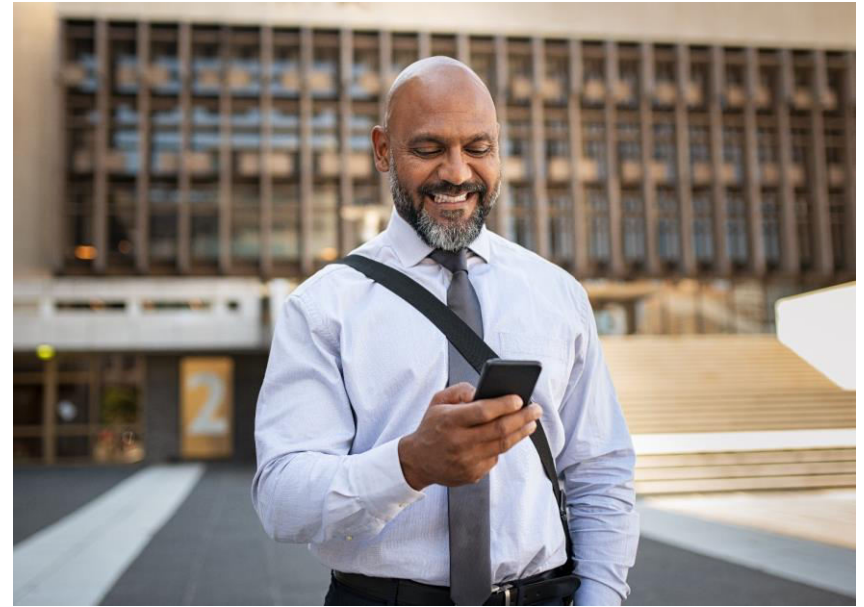


# Better & more timely service at less cost

From manual on site /  
phone support

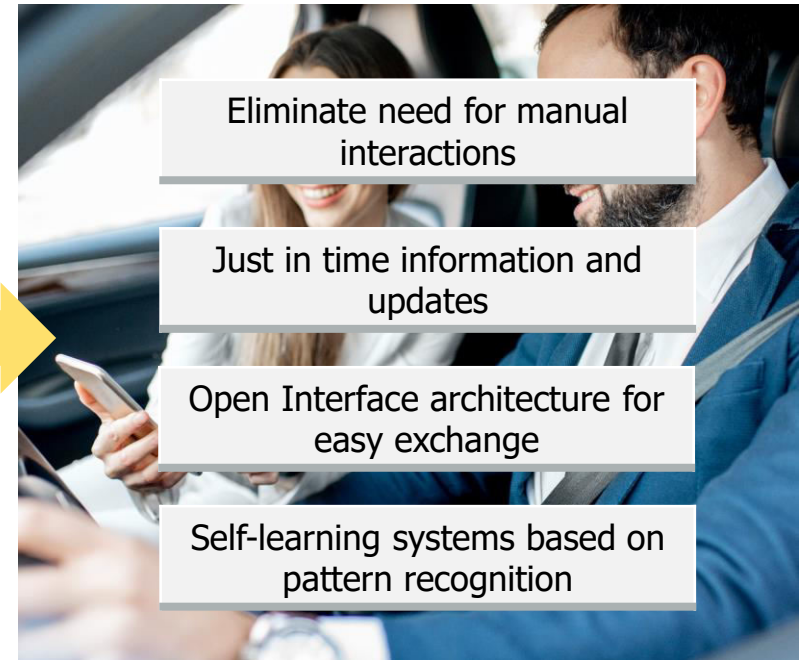
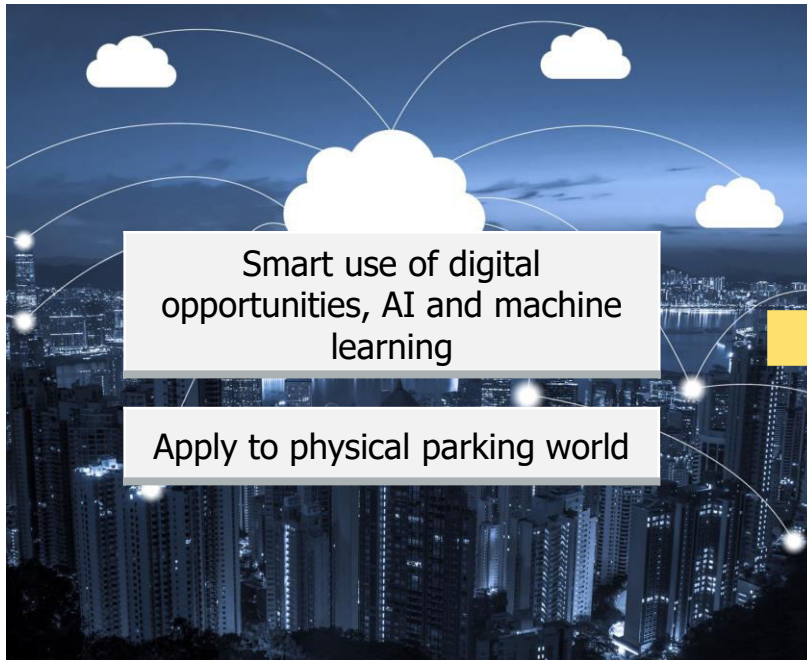


To remote digital  
& automated



# Providing a perfect phygital visitor experience

Digitization can help to “connect the dots”





# Seamless experience across all channels

Consistency creates trust and eliminates friction

Remove entry barriers

Fully aligned offering on entry, exit, point of sale, online, on the mobile.

Understand customer's patterns and provide personalized offers



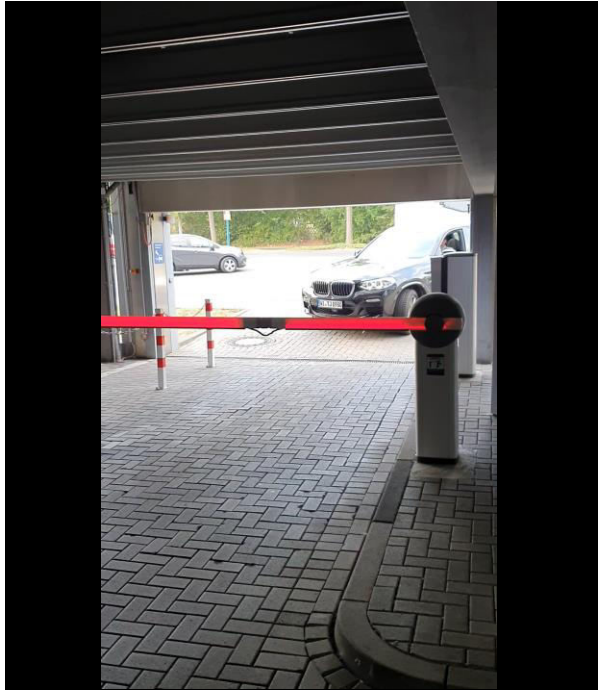
# Some customer examples



# B+B Parkhaus GmbH, Germany



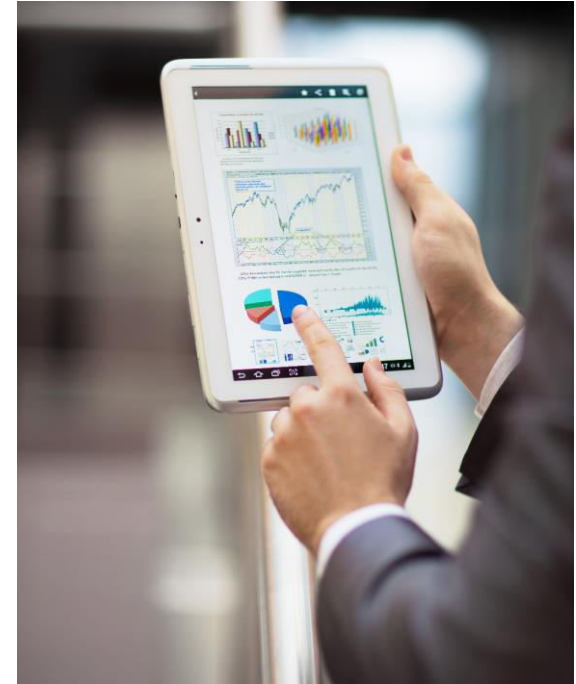
Easy ticketless parking



Central control of the car parks



Holistic & fast business analytics





# Stavanger Parkering, Norway



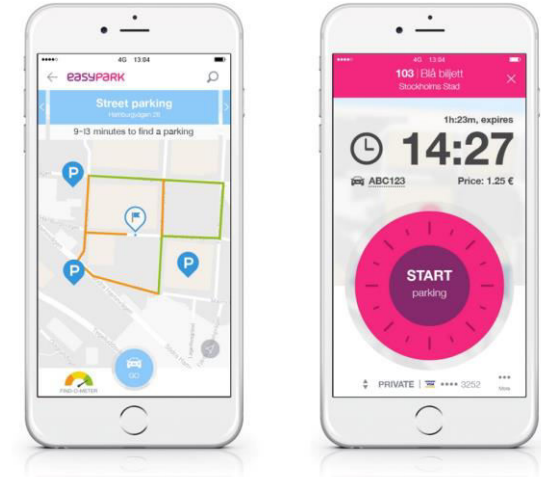
Freeflow: convenient & fast parking  
without barriers

Payment with registration or  
online/mobile PayLater

Seamless EasyPark integration for  
easy navigation, access & payment



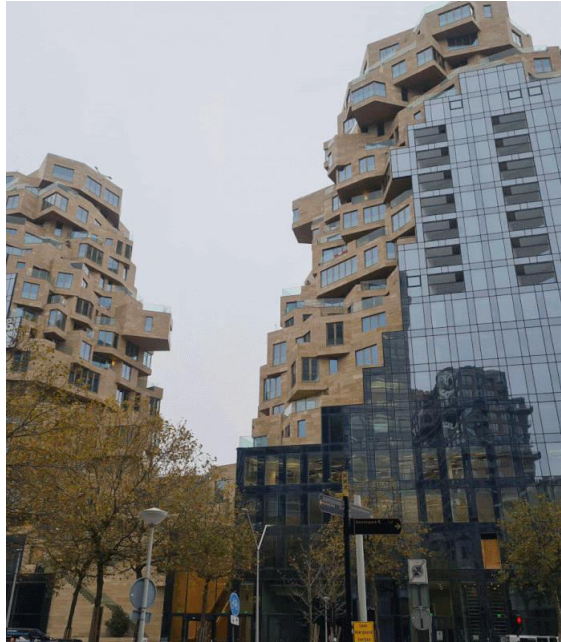
## FIND & PAY



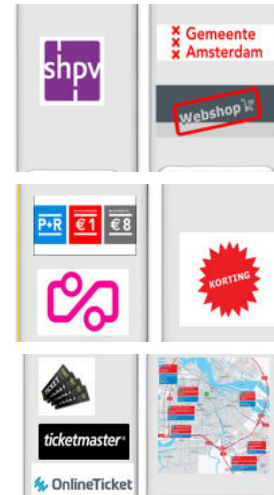
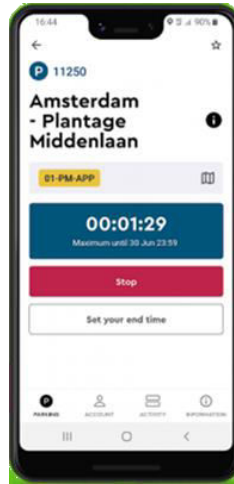
# City of Amsterdam, Netherlands

x Gemeente  
x Amsterdam

Ticketless 20 facilities incl.  
Amsterdam Arena



Webshop + Integrations with  
On-Street Apps



Public Transport & Other  
Park & Ride 2.0





An aerial night view of a large, multi-lane roundabout in a city. The roundabout is filled with cars and trucks, with their headlights and taillights creating a flow of light. In the center of the roundabout is a large, circular fountain with multiple tiers and water spraying upwards. The surrounding area includes modern buildings, some with lit-up facades, and landscaped green spaces with trees. The overall scene is illuminated by streetlights and building lights, creating a vibrant urban atmosphere.

**we**  
**change**  
**the world of welcoming people**