



Go Park™

A smart parking solution

Unlock the real potential of your parking facility & improve the experience for your customer.

www.beonic.com



Go Park is a complete parking guidance solution that

Go Park™

Go Park directs customers to

A smart parking solution

Finding a vacant space in a congested carpark can be a frustrating exercise. Poor signage, confusion and traffic congestion all have a negative impact on the parking experience. Go Park™ remedies many underlying issues and makes the car parking experience easier and faster, thereby increasing the number of available spaces and utilisation of a parking facility.

Go Park™ is a unique parking guidance system with integrated digital signage, intelligent monitoring and advanced reporting. It has been fully integrated and takes advantage of Beonic's other products including:

- Traffic Insight – advanced people counting and traffic analysis system.
- Beonic Media – enterprise-wide, data aware, digital signage and media distribution system.

Customer Testimonials

"I was absolutely delighted last weekend to find the use of these status lights - what a truly excellent innovation!"

"It made the parking experience so much more efficient. Even the kids had fun looking ahead to see where the next green light was!"

"Please convey my delight to whoever is responsible for the Go Park installation - it just makes SO MUCH sense and certainly makes parking much more convenient."

"I can't see why EVERY car park shouldn't use this system".

How does it work?

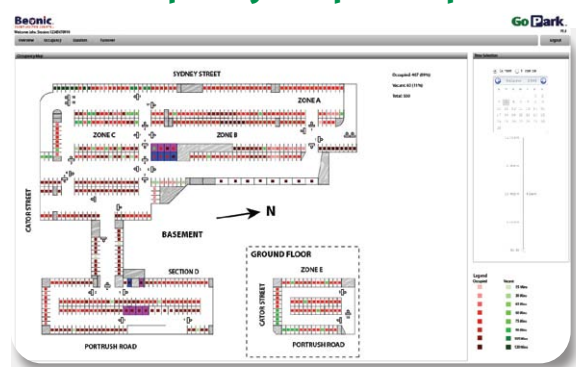
Go Park™ uses discreet state-of-the-art sensors linked to super-bright tri-colour indicator lights, LCD and LED digital signage to create an automated system, to direct roaming vehicular traffic to the most convenient available parking space.

The system monitors each parking space and records when the car park is vacant or in use. The vacancy status activates an indicator light installed in clear view of the passing traffic which turns from green to red when the parking space is occupied.

As well as notifying the customer of the nearest available parking space, the Go Park solution records data from a network of sensors to give a 'Live Occupancy Map' of all cars parked in the facility.

The Go Park™ system can be installed to suit any carpark design including above ground and underground parking spaces.

Live Occupancy Map & Reports

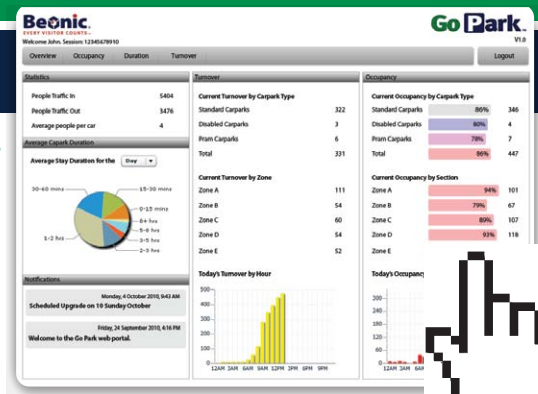




improves utilisation, efficiency and satisfaction.

the nearest convenient space.

A full suite of graphs & reports



Benefits for Parking Facilities

- Optimises available parking spaces and overall utilisation
- Improves the traffic flow and circulation within the carpark
- Directs vehicles to the appropriate entrances
- Alerts security or parking inspectors of exceeded maximum parking duration
- Alerts if loading docks or no standing zones are being blocked
- Generates revenue through the on-selling of advertising space
- Decreases car idle time and car park congestion
- Encourages customer loyalty
- Improves parking turnover and total utilisation
- Reduces carbon emissions, air pollution and ventilation needs
- Superior suite of reports including 'average people per car' and a 'live occupancy map'

Benefits for your Customers

- Go Park improves the shopping experience
- Reduces time to find a carpark
- Avoids frustration and customer dissatisfaction
- Alerts security when a VIP customer's space has been taken
- Improves information for the most convenient time to shop
- Can communicate specials and opportunities to customers
- Advises on opening and closing times or any scheduled event
- Guides customers to available parking spaces

Case Study

Lyn Gray, Burnside Village Centre Manager recalled "We sat around the table to discuss our vision for our customers. As soon as they drive into the car park, we wanted them to be directed towards areas within the car park with ample space. Due to the layout of our car park, we believed we could save drivers seven or eight minutes of frustration during the busy times."

"Since installing the Go-Park system at the centre, the average stay has increased by 12% in the last 9 months" she said.

"The utilisation of the more remote areas of the car park has risen by 26%, and the overall car park turnover has increased by 7.5%".

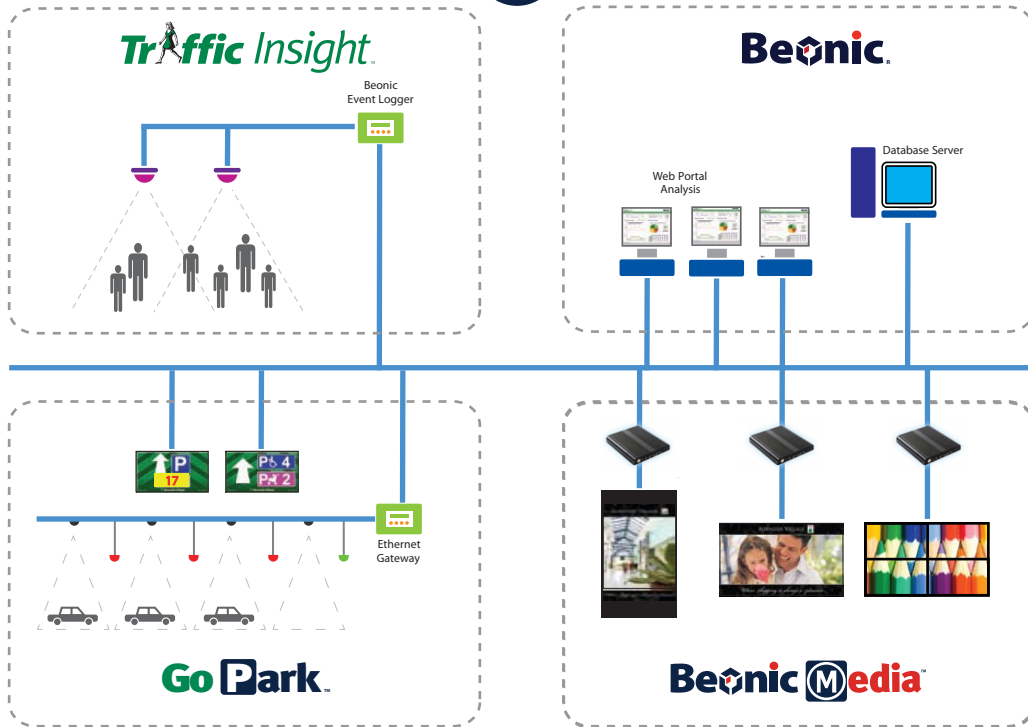
Interestingly, Lyn also points out that the number of complaints about the car park has been reduced by 62%.

The Go Park Advantage

Go Park offers a complete solution to get the most out of your parking facility. Many parking facilities pay a high cost to increase the number of parking spaces available to customers, instead equivalent gains can often be made by directing traffic to under utilised spaces and better utilisation of existing space. The added advantage is that your customers will have an enhanced experience which will encourage them to stay longer, and more importantly have them return to your shopping centre.

Go Park employs high visibility digital signage to better direct traffic and offers superior integration with digital signage and people counting systems.

Beonic Solutions Suite



Go Park™

Go Park System Features

Automated traffic flow management	<input checked="" type="checkbox"/>
Emergency Evacuation, ACS and BMS integration	<input checked="" type="checkbox"/>
Dynamic customer messaging	<input checked="" type="checkbox"/>
Open air and covered carparks	<input checked="" type="checkbox"/>
Real-time data collection	<input checked="" type="checkbox"/>
Occupancy analysis	<input checked="" type="checkbox"/>
Trend analysis	<input checked="" type="checkbox"/>
Customised reports and graphs	<input checked="" type="checkbox"/>
Activity and error log reports	<input checked="" type="checkbox"/>
IP-based data collection	<input checked="" type="checkbox"/>
Alarms and alerts via emails	<input checked="" type="checkbox"/>
Automated report generation and distribution	<input checked="" type="checkbox"/>
Integrates with Traffic Insight SQL database	<input checked="" type="checkbox"/>
Robust and vandal resistant	<input checked="" type="checkbox"/>
Customised display messaging	<input checked="" type="checkbox"/>
Graphical user interface and web portal reporting	<input checked="" type="checkbox"/>
Integrate with Advertising and Promotions	<input checked="" type="checkbox"/>

Beonic[®]

EVERY VISITOR COUNTS™

Our Partners

Beonic has a large, well supported partner and reseller program. This includes specialists in retail technology, process and change management, project management, system integration, installation, staff training and service maintenance. If you are interested in getting in touch with a Beonic Reseller, please contact us.

Support & Warranty

Hardware has 12 months warranty. Software Support is included in your purchase for the first 12 months. Extended Support contracts are available from Beonic.

Contact Beonic

Contact us to find more information about our systems and how we can help you.

BEONIC PTY LTD

ABN 18 091 763 585

Ground Floor, 123 Camberwell Rd

Hawthorn East, Victoria 3123

Australia

Telephone +61 (0)3 9637 7890

Facsimile +61 (0)3 9637 7899

www.beonic.com