

m parking

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PAY YOUR PARKING FEES BY MOBILE

**SIMPLE.
CONVENIENT.
SAFE.**



One of the internationally longest-lived and most successful systems for the mobile payment of parking fees.

Presented in 2001, since the beginning the system has been applied in more than 150 cities and 6 countries, offering substantial savings to parking operators and actual advantages to drivers.

The system stresses **simplicity and absolute user-friendliness**. The service can be used by all (pre-paid and post-paid) mobile users in all mParking zones regardless of mobile phone or car model.

NO REGISTRATION

The service is available to all drivers using any mobile phone model with no prior registration.

The system does not require prior registration or sharing of user personal data, and users can start using it right away by sending a simple SMS message to a designated short telephone number.

Owing to simplicity of use the system has enjoyed outstanding acceptance by the users and attained a 90% payment share.

SUPPORT FOR ALL MOBILE NETWORKS

The service is linked to all Croatian mobile operators (T-mobile, Vip, Tele-2), and it also supports German, Austrian and Dutch operators.

NO NEED FOR NEW EQUIPMENT

mParking is fully independent of existing parking payment equipment and does not require any additional equipment or infrastructure. mParking is the ideal solution for places with no automated parking machines.

ADVANTAGES FOR PARKING OPERATORS

HIGHER REVENUES

The introduction of additional sales channels and availability of simpler payment methods increases the use of parking services.

NO CAPITAL COST

All you need are field marketing aids used for service promotion (signs, stickers on automated machines).

FLEXIBLE BUSINESS MODEL

The system is fully open to different parking pricing policies.

LOWER OPERATING COST

The system fully relies on cash-free payment, reducing the cost and risk of cash handling.

BETTER DRIVER SERVICE

A simple and fast payment method; parking expiration reminder.

SIMPLE CONTROL AND SUPERVISION

On-line review of all transactions; analysis per time period, zone, operator.

DRIVER ADVANTAGES

SIMPLE AND SAFE

Payment by simple texting to easily memorised short numbers. The user gets a payment confirmation with a unique security number.

RELIABLE

mParking automatically reminds the user a few minutes before the parking expiration.

SIMPLE EXTENSION

Parking can be simply extended by sending a new SMS message without returning to the car.

CONTROL PORTAL

All service providers (parking concessionaires, garages) within the parking system are given access to the central portal where they can keep track of all relevant parking payment collection information. Reviews of all transactions are available, grouped by sales channel, parking zone, and mobile operator.

Analytical reviews include time series trends and displays by day, month and year.



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Would you like to know more details about mParking service?
Our experts will provide all the necessary resources for implementing mParking in your existing payment system within an exceptionally short time.

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