



# m-parking

Mobile Parking Payment System



# General Info

## **m-parking** The Fully Accessible Mobile Phone Parking System

M-parking is one of the world's longest established and most successful mobile phone parking systems.

The system has been developed with the emphasis on ease of use and friendliness.

In ANY m-parking zone this service can be used by ANY driver to park ANY car with ANY mobile phone.

Since its start in 2001 m-parking has been introduced to 35 cities in Croatia.

The success of m-parking has been taking over 70% market share and offering real savings in cost for operators as well as real benefits in ease of use for its users.

## **m-parking** Mobile Parking Payment System

Started: **September, 2001**

Today available in: **35 cities**  
Mobile operators: **3**

Number of payments: **900.000 SMS/month**  
Market Share: **> 70%**



m-parking



## Main Features

### NO REGISTRATION

Any mobile phone can be used, the user does not have to pre-register.

### NO ACCOUNT

Payment is made from the mobile phone account/credit (no special account needed).

### EASE OF USE

The users simply text their vehicle registration to the m-parking number shown at the parking place.

### TEXT RECEIPT

The m-parking centre sends user a SMS receipt with a unique serial number to prove payment has been made.

### REMINDER

The m-parking system automatically sends user a SMS reminder (FOC) a few minutes before their parking expires with the option to pay for more time where allowed.

### NO SPECIAL EQUIPMENT

Payment is made with a standard mobile phone (no special equipment needed).

### NO CHANGE TO EXISTING EQUIPMENT

The system is totally independent of existing parking equipment and requires no special equipment or infrastructure. M-parking can even be used where there is no pre-existing parking.





# Benefits

## PARKING OPERATOR BENEFITS

- ✓ **Low capital cost**  
The only new infrastructure are signs or/and stickers on the P&D machine.
- ✓ **Secure Money**  
Payment is collected by the mobile phone operator and returned directly to the parking operator.
- ✓ **Reduced cash leakage**  
The system is totally cash free.
- ✓ **Low operating costs**  
Operator pays a service charge to m-parking and the phone operating company which is lower than current cash handling cost.
- ✓ **Reduced consumables**  
Less wear and tear and less P&D tickets.
- ✓ **Improved customer service**  
Increased payment options and reminder reduces chance of accidental over-staying.
- ✓ **Increased income**  
Easier payment system increases revenue.
- ✓ **Simple enforcement**  
On-line check and real time ticketing.

## m-Parking Mobile Parking Payment System

### The Win-win Option

For the operator m-parking represents the ultimate in ease of installation.

Apart from explanatory signs there are no capital costs since m-parking is completely independent of existing systems.

M-parking can be configured to meet each operator's exact needs with charges by the hour, part-day, the whole day or longer.

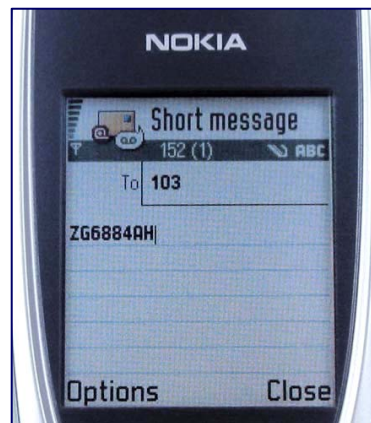
### MOTORIST BENEFITS:

- No need for change
- Remote parking payment
- Expiry reminder
- Proof of purchase
- Easier Payment

m-parking



# m-parking description



## Step 1

Driver:

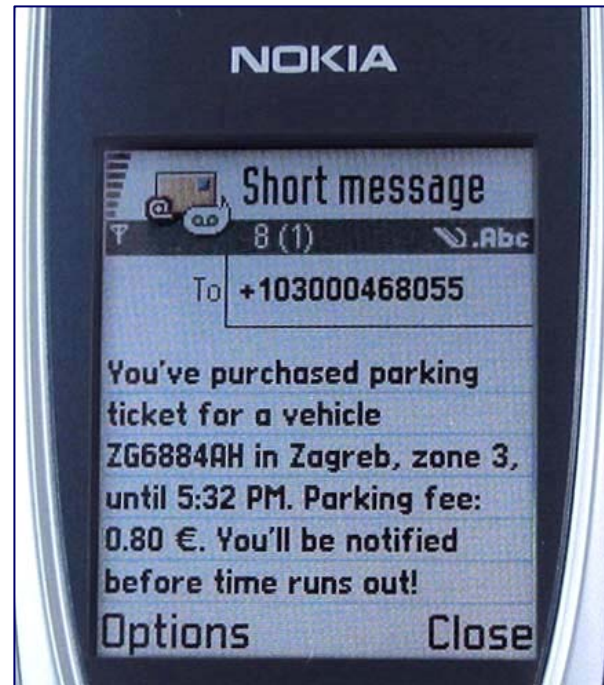
Simply texts registration plate number to the relevant m-parking zone number.



m-parking



## m-parking description



### Step 2

m-parking centre:

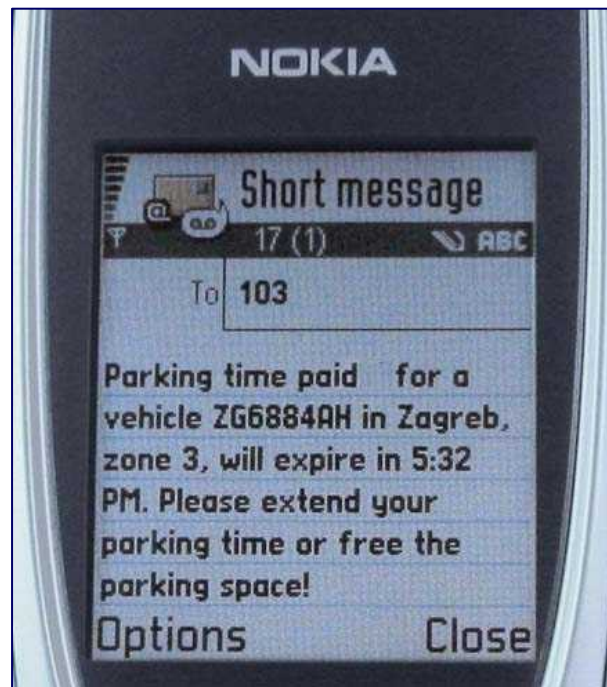
Sends SMS receipt with unique ticket serial number (PIN number) and all parking ticket details (valid through, zone, amount etc.)



m-parking



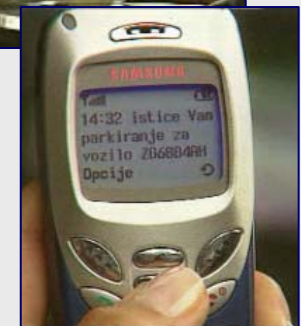
## m-parking description



### Step 3

m-parking centre:

Sends SMS reminder few minutes before parking ticket expires.



m-parking



# m-parking description

RAO Portal - Windows Internet Explorer

http://192.168.1.10/mPortal/index.jsp

RAO Portal

**ZAGREB: 01.11.2006 - 30.11.2006**

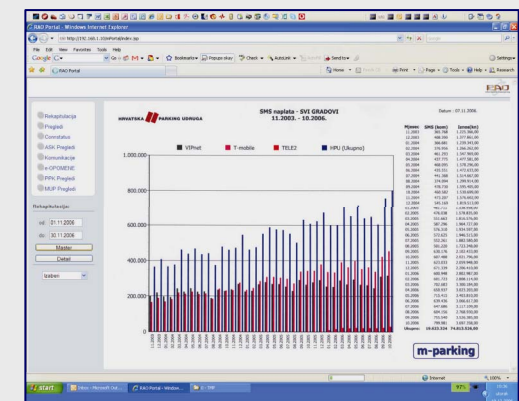
	POSTPAID		PREPAID		UKUPNO		
	SMS	Iznos	SMS	Iznos	SMS	Iznos	
<b>VIPnet</b>							
ZONA 1	21.924	254.639,00	5.413	61.806,00	27.337	316.445,00	15,0%
ZONA 2	67.301	403.806,00	25.788	154.728,00	93.089	558.534,00	26,5%
ZONA 3	10.356	31.068,00	5.031	15.093,00	15.387	46.161,00	2,2%
<b>UKUPNO:</b>	<b>99.581</b>	<b>689.513,00</b>	<b>36.232</b>	<b>231.627,00</b>	<b>135.813</b>	<b>921.140,00</b>	<b>43,6%</b>
<b>TMobile</b>							
ZONA 1	29.836	347.343,00	4.438	50.108,00	34.294	397.451,00	18,8%
ZONA 2	94.334	566.004,00	19.762	118.572,00	114.096	684.576,00	32,4%
ZONA 3	13.887	41.661,00	3.792	11.256,00	17.639	52.917,00	2,5%
<b>UKUPNO:</b>	<b>138.057</b>	<b>955.008,00</b>	<b>27.972</b>	<b>179.936,00</b>	<b>166.029</b>	<b>1.134.944,00</b>	<b>53,6%</b>
<b>Tele2</b>							
ZONA 1	1.529	17.501,00	0	0,00	1.529	17.501,00	0,8%
ZONA 2	5.702	34.212,00	0	0,00	5.702	34.212,00	1,6%
ZONA 3	925	2.775,00	0	0,00	925	2.775,00	0,1%
<b>UKUPNO:</b>	<b>8.156</b>	<b>54.488,00</b>	<b>0</b>	<b>0,00</b>	<b>8.156</b>	<b>54.488,00</b>	<b>2,6%</b>
<b>Svi mobilni operateri</b>							
ZONA 1	33.289	619.483,00	9.871	111.914,00	63.160	731.397,00	34,7%
ZONA 2	167.337	1.004.022,00	45.550	273.300,00	212.887	1.277.322,00	60,5%
ZONA 3	25.168	75.504,00	8.783	26.349,00	33.951	101.853,00	4,8%
<b>UKUPNO:</b>	<b>245.794</b>	<b>1.699.009,00</b>	<b>64.204</b>	<b>411.563,00</b>	<b>309.998</b>	<b>2.110.572,00</b>	<b>100,0%</b>

Rekapitulacija:  
 od: 01.11.2006  
 do: 30.11.2006  
 Master  
 Detail  
 Izaberi

## m-parking centre

Monitors connections and work of all inspectors on the field.

Reports (real time) about sold parking tickets.





# m-parking - Zagreb

**PARKING PAID AT NEWSPAPER STANDS (KIOSKS)**

Single parking tickets can be purchased at newspaper stands (kiosks) for every zone.

Mark the **time of the commencement of parking.**

Place the parking ticket on the dashboard in a visible spot.

**PARKING PAID AT AUTOMATIC TICKET DISPENSERS**

Parking tickets can be purchased at automatic parking dispensers in the near vicinity of parking zones.

Insert coins, press the time you intend to park and wait for your ticket to appear in the dispenser slot. The ticket will note the **expiry time.**

Place the parking ticket on the dashboard in a visible spot.

**PARKING PAID BY CHIP TOKENS**

You can pay for your parking tickets at Automatic parking dispensers with Chip Tokens purchased in the Sales Office of Zagrebparking, Ilica 45.

Insert token into the dispenser. Set the time you intend to park by pressing the CHIP TOKEN as many times as the hours you intend to remain in the parking. Wait for your parking ticket to appear in the dispenser slot.

Your Chip Token can be renewed, its maximum value is 200HRK.

Place the parking ticket on the dashboard in a visible spot.

**PARKING PAID BY MOBILE PHONE (Vip-net and T-Mobile only)**

Send an SMS message with your registration plate number (without spaces or symbols) to the **m-parking number** for the relevant parking zone.

**ZONE 1** 101  
**ZONE 2** 102  
**ZONE 3** 103

Confirmation of your parking details will arrive as an SMS message to your mobile phone.

One SMS message is worth 1 hour of parking; extended parking depends on the limit relevant to that particular zone.

A reminder of the expiry time will be sent as an SMS message to the user's mobile phone 5-10 min prior to expiry. The user can extend the parking time by sending another SMS message.

## WHERE & HOW TO PARK IN ZAGREB?

**ZAGREBPARKING** d.o.o. • Tome Bakača 5/II, 10000 Zagreb • [www.zagrebparking.hr](http://www.zagrebparking.hr)

Street parking in central Zagreb is divided into three zones and all streets are marked with traffic signs identifying the relevant parking zone.

Each zone has a set price for parking per hour and the compulsory expiry time noted.

<p><b>PAID PARKING:</b> Monday-Friday 7 - 20 Saturday 7 - 14 Parking permitted with pre-paid parking ticket only</p> <p><b>ZONE 1</b> Max 60 min.</p>	<p><b>PAID PARKING:</b> Monday-Friday 7 - 20 Saturday 7 - 14 Parking permitted with pre-paid parking ticket only</p> <p><b>ZONE 2</b> Max 120 min.</p>	<p><b>PAID PARKING:</b> Monday-Friday 7 - 18 Saturday 7 - 14 Parking permitted with pre-paid parking ticket only</p> <p><b>ZONE 3</b> Max 180 min.</p>
---	--	--





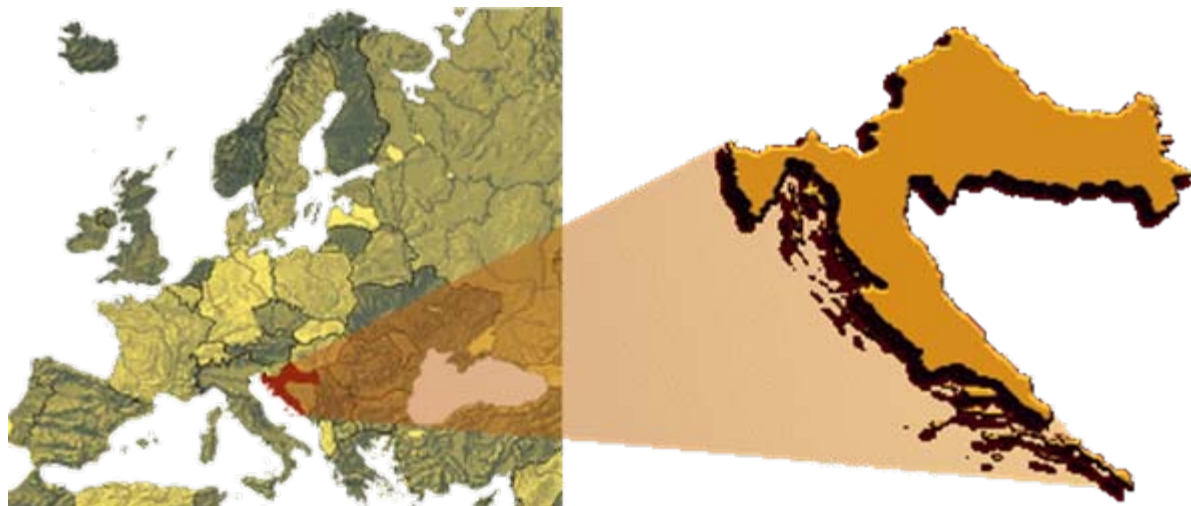
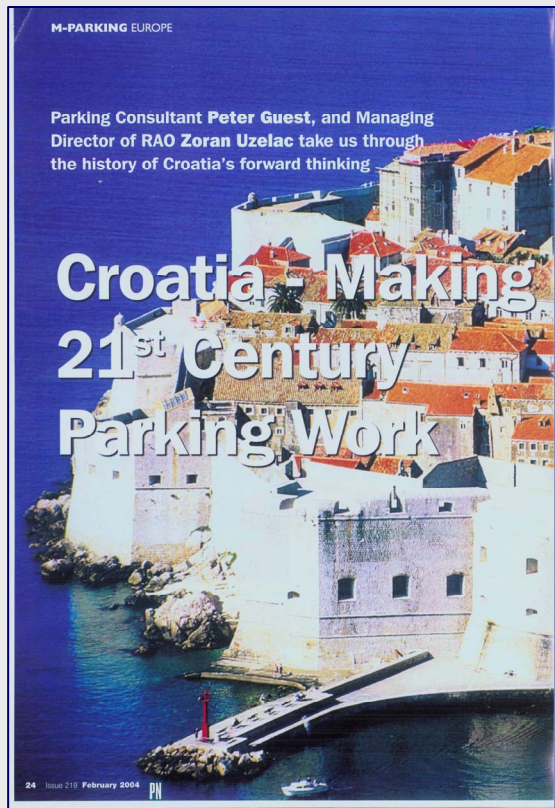
# m-parking - Croatia

## Republic of Croatia

Population: > 4.5 mil. inhabitants  
 Area: 56.542 km<sup>2</sup>  
 Mobile Penetration: > 105%

## City of Zagreb

Population: near 1 mil. citizens  
 Number of on-street parking places: 12.000

M-PARKING EUROPE

Parking Consultant **Peter Guest**, and Managing Director of RAO **Zoran Uzelac** take us through the history of Croatia's forward thinking

# Croatia - Making 21<sup>st</sup> Century Parking Work

24 Issue 219 February 2004 PH

m-parking