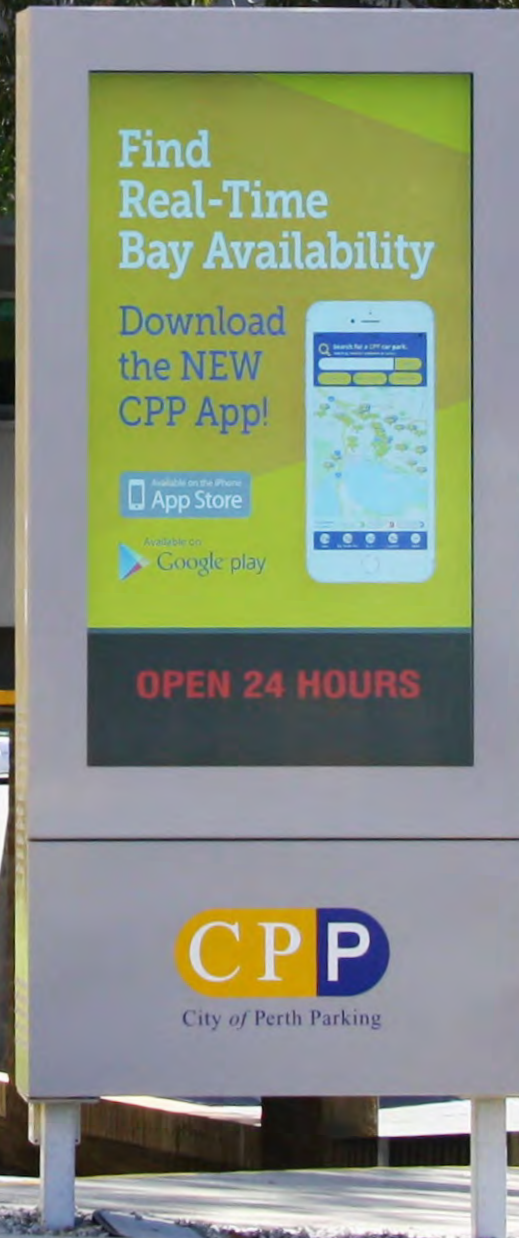




## CASE STUDY

### City of Perth Parking

Digital Information Signs



**Yap!out**  
outdoor digital signage



# City of Perth Parking

## Digital Information Signs

The nation's love affair with the car seems unlikely to subside with 18.8\* million cars registered Australia, a number that is steadily increasing 2.1%\* every year. This makes parking more and more problematic in our cities and populated areas. So how can digital signage ease congestion and deliver an enhanced customer experience in the car park environment?

Despite the popularity of the automobile, parking has seen little innovation since the advent of the multi-story. Digital car park signs are a long-overdue advancement.

Recently there has been a shift in thinking towards digital technology. Digital technology is driving rapid change in the car-parking industry — electric cars, driverless cars, car sharing, app-based searching, booking, digital payment systems — and many more.

In the car-parking industry, the two drivers that digital technology is changing are real time space availability and traffic flow optimisation. A significant part that technology is concentrated in two areas; a) the use of big data and b) the use of digital screens to enhance the customer experience. Big data is all around – today a lot of new and established business models in the car parking industry are data-driven.

If we consider the second key area of digital signage there are some compelling reasons to introduce dynamic signage into these environments.

### City of Perth Car Park Digital Signage

Perth CBD car parks operated by City of Perth CPP is currently in an upgrade trial phase to change its basic digital entry kiosks into sophisticated digital solutions. In a trial underway, Yap!digital have installed five 450 nit and one 2000 nit outdoor screens into climate controlled enclosures.

Each new digital kiosk is being located at the entry point to the inner city car parks with dynamic content updated and managed by CPP utilising Bright Sign players.



## Benefits of Digital Signage in Car Parks

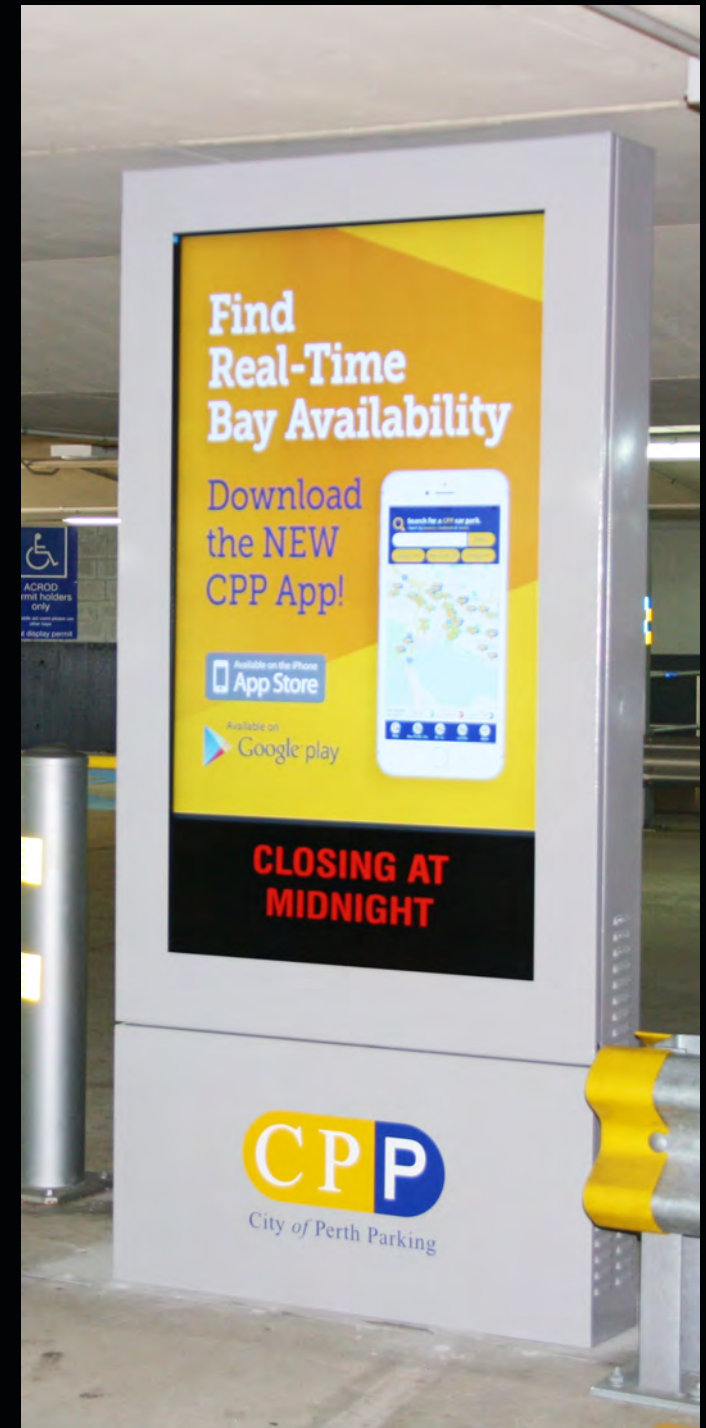
If you're considering upgrading to a digital signage solution in your parking zone, some of the benefits are:

- Encourages return patronage by improving the customer experience
- Instantly identifies disabled bays and other special status parking
- Customers spend less time in the carpark and therefore more time shopping
- Affordable, configurable, and fully scalable
- No impact on existing IT infrastructure
- 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

Most large multi-stories nowadays use digital counters to display the number of spaces available in a car park. This is an important concept but the technology remains under-deployed and under-developed. While these primitive digital car park signs inform drivers how many spaces are available, they fail to indicate where these spaces are. Furthermore, being told there are 50 spaces currently free is of limited use without the context of the car park's overall size, and how many other cars are ahead of you looking for a space.

More sophisticated digital car park signs merge with wayfinding technology to direct cars to available spaces. Even if spaces are evenly spread across a multi-story, entering cars can be guided to different levels in order to optimise traffic flow. To overcome the problem of entering a car park where you are told there are say 20 spaces free but, unknown to you, 30 other cars looking, a traffic light system might be deployed. Sensors recording cars entering and leaving a car park, together with data on parking trends throughout the day, can be used to give a more accurate representation of space availability.





### Value Add Car Parking Digital Signage

Rather than just showing space availability, digital car park signs are starting to be used to provide other relevant information for car park users. A company car park, for example, might deploy digital signs to display weather and traffic reports to employees leaving work. Drivers returning to their cars will be able to check the conditions of their drive home on their way out of the car park. These warnings will be appreciated by employees and also help them use their lunch hours more efficiently too, avoiding returning late to the office due to unforeseen traffic.

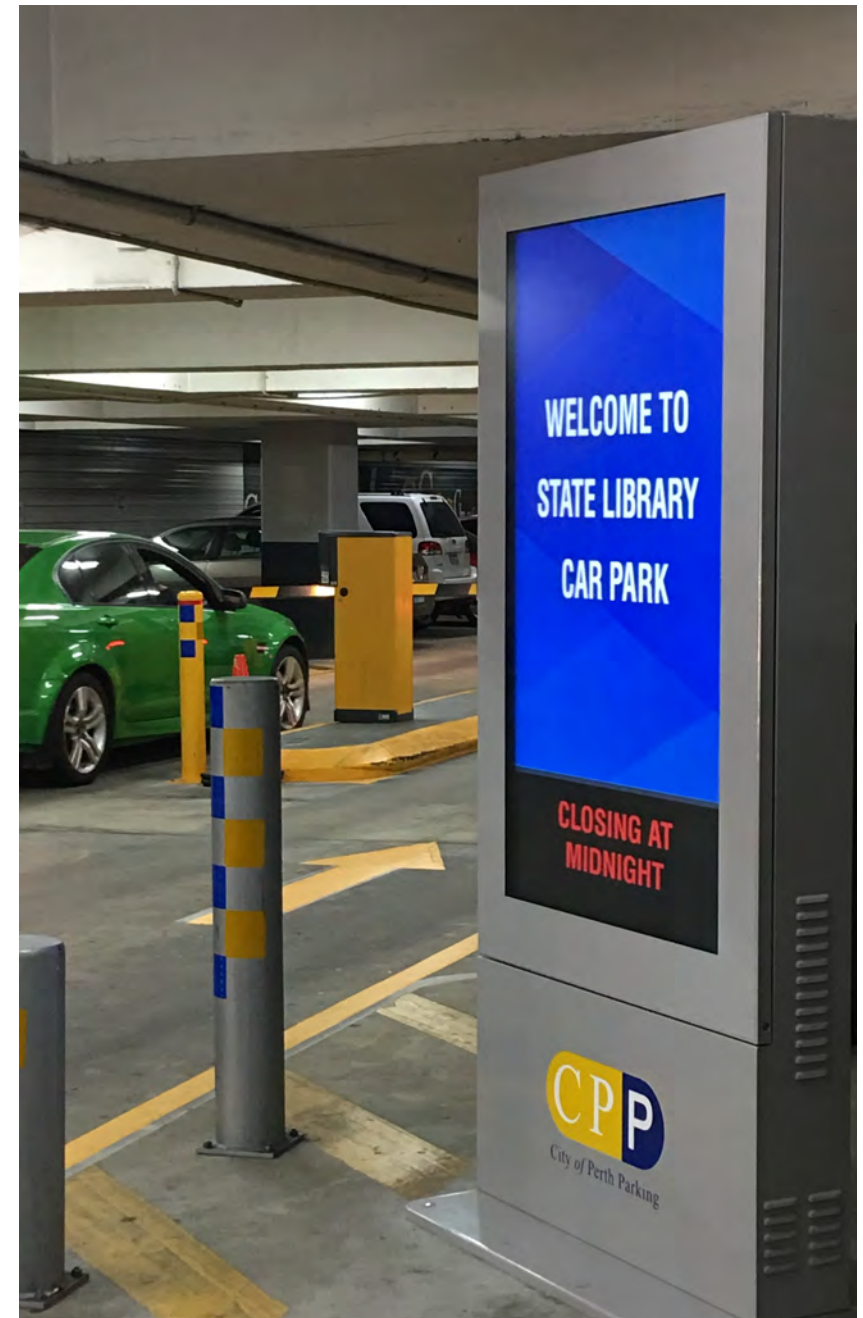
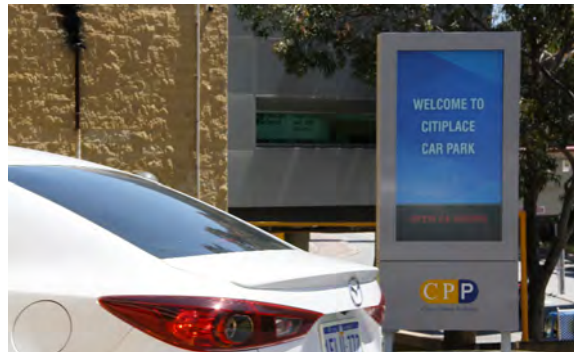
In car parks located at airports or stations, transport information is another beneficial use of outdoor digital signage. Airport car parks in particular can be vast and remote with bus shuttle systems required to take travellers to their terminal. Digital car park signs can display timetables for these shuttle buses so that people know how long they need to wait.

### Updatability is Key to Dynamic Digital Signage

Parking fee prices are a pet hate of many drivers - having to get out of their car to search for the nearest pay and display machine is annoying! Digital car park signs, alongside space availability and transport information, can specify parking fee prices. Being able to check pricing as you enter a car park can save drivers, especially those in a hurry, this frustrating double trip to the pay machine.

### Cautionary messaging Helps Keep Drivers Safe & Secure

An invaluable application of digital car park signs is cautionary messaging. Using these displays as billboards to prompt drivers with messages like 'Don't drink and drive' or 'Have you locked your car?' has a positive effect on lowering crime. The former denouncement is enhanced by digital signage's capability to display video. The most effective anti-drink driving campaigns are those that visually and emotionally show its consequences. Deploying the graphic videos you might see on TV to drivers leaving or returning to their cars before or after an evening out would greatly aid prevention. Likewise, emphasising through signage that a car park operates CCTV would go a long way to deter theft.





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

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