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Click and Park: The Future of the Parking Industry

By Madanmohan Rao

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Automobile-dense markets are perfect targets for Web and wireless enabled payment services for parking, which allow for advanced fee collection, decreased operational costs, fewer on-site employees, increased security, predictive parking services and co-branded promotional plans for customers.

For instance, the county government of Burlingame, California, wirelessly regulates its parking meters to stop meter theft and monitor coin deposits. The parking industry itself is estimated at over \$500 billion; the US accounts for over 105 million parking spaces.

Half-way across the world, Singaporeans today can use their mobile phones to pay for parking, taxi fares and photo prints. In the Suntec City shopping area, drivers can pay parking tickets via cellphones after having procured a designated PIN (Personal Information Number) with a local services agent. M-solutions providers like Netgalactic (www.netgalactic.com) expect major takeoff in Web and wireless enabled parking solutions for markets ranging from the US to the Asia-Pacific.

In Australia, companies like Telstra are also targeting services which will collapse multiple credit card features into one single cellphone. In Melbourne and Sydney, mobile phone-equipped parking meters are widespread (thanks to features like meter expiry alerts via SMS), and sales at phone-equipped soft-drink machines are reportedly 10 per cent higher than at conventional machines.

Leveraging the Web and handheld devices for parking offers numerous advantages for drivers: avoiding the need to fumble for change, locate attendant booths in labyrinthine parking lots, waste time queuing up at the booths, or deal with the uncertainty and inconvenience of not having guaranteed parking spots. Services offered through such a system would fall into three categories: pre-parking services (eg. viewing, booking, promotion of related commercial goods and services), active services (eg. expiry alerts), and post-parking services (eg. aggregated billing, coupons, co-promotion of other services).

"e-parking" or "m-parking" solutions are bound to work best in locations with high density of spots, office areas, event locations, or lots which are close to transit points (such as subways and ferries).

For parking lot owners and managers, a Web-based wireless-enabled solution offers added advantages of monitoring traffic flow patterns in real time, datamining archives of parking pattern history to unearth useful trends, and offer value-added services in keeping with an increasingly wired and unwired clientele. These could include bulk purchases for companies and tour operators, and promotion of related services like carwash (especially in long term lots).

Key components of such a versatile parking solution include applications (eg. bar-coding), database systems (for spots, corporate clients), messaging, manager dashboard, back-up and security.

With proper planning and robust implementation, parking headaches could soon become a thing of the past in the Internet and wireless age.

In sum, while "Web-enabling" may have been the clarion call of the Internet Age, "handsizing" seems to be the slogan of the Wireless Age, according to Jaclyn Easton, author of "Going Wireless."

Dr. Madanmohan Rao is an Internet consultant and writer based in Bangalore, India. He is the co-author of the handbook "The Internet Economy of India, 2001" and the forthcoming "Asia Pacific Internet Handbook" (McGraw Hill). Madan was formerly the communications director at the United Nations Inter Press Service bureau in New York, and vice president at IndiaWorld Communications in Bombay.

Do You Know The Way Around Airport Parking Luton

By Jenny Riley

Located about 30 miles outside of Central London, Luton airport serves scheduled and charter flights to destinations all over the U.K. and Europe, the Middle East, and North Africa.

Airport parking Luton is not a problem for both the traveler on vacation or the businessperson on the road.

Three options are available when you need to park at Luton Airport.

The Short Term Parking lot is considered the premium product. The lot is situated adjacent to the Luton terminal and is suited to executive stays and meeting and greeting passengers.

You will pay by the hour up to the maximum of a six-hour stay to take advantage of the daily executive rate for in this lot for airport parking Luton.

Some people want the advantage of being parked very close to the terminal even if they are going be

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away for some time. You may park at the short term lot for almost as long as you want.

Convenience is the by word when airport parking Luton. The airport recommends that for speed and convenience you insert your credit card into car park entry barrier. This opens the gate.

You can then park and lock your car and make your way to the terminal. Otherwise, obtain your entrance ticket from the barrier. Park and secure your car and make your way to the terminal.

And if you paid with credit card, when you return, just drive out without having to deal with the cashier. Follow the gold signs to get to the short term lot.

For longer term and less expensive parking, you may use the Mid Term airport parking Luton airport. This lot is designed primarily for longer trips.

Free fully accessible shuttle buses service the car park with drivers that are fully competent to help disabled customers to board or disembark the buses.

There is even a Special Assistance intercom enabling disabled customers to call for free assistance to their check-in desk.

For five days or even more, the Mid Term lot is the best for airport parking Luton. Follow the green signs and here again, use your credit card to make it easier and quicker to get in and out of the lot.

If you are taking an extended trip and need airport parking Luton, follow the pink signs to the Long Term parking facility. Parking rates are very much less expensive and the shuttle bus ride is a breeze.

And by the way, parking for motorcycles is available free of charge in the Short Term Car Park for airport parking Luton.

Jenny Riley – Airport Parking Luton



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