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Digital Payment Technologies Provides Multi-Space Parking Pay Stations to the City of Ventura

City purchases 65 LUKE pay stations to better manage parking in its historic downtown.

VANCOUVER, British Columbia – Digital Payment Technologies (<http://www.digitalpaytech.com>) (DPT), a leading supplier of parking technology and solutions, today announced the sale of 65 LUKE multi-space parking pay stations to the City of San Buenaventura (Ventura), California. After an extensive selection process, DPT was chosen for its environmentally-sustainable solar powered solution, integration with third-party enforcement and citation processing solutions and industry-leading customer service and support. Additional factors involved with the selection include the aesthetically-pleasing design of the LUKE paystations, and the user-friendly interface featuring graphical color screens, receipt distribution and convenient payment options for consumers.

“As part of a larger goal to improve Downtown, we are implementing a parking management program that will make convenient on-street parking spaces available for customers, improve utilization of off-street lots and reduce traffic congestion,” said Thomas Mericle, city transportation manager for the city of Ventura. “DPT’s LUKE pay stations are helping the city manage parking in our downtown to better meet the parking needs of residents, business employees, shoppers and visitors.”

The LUKE pay stations, which are configured to enable consumers to pay by space, offer a range of convenient features for both consumers and the city’s parking managers. The pay stations are configured to accept coins and credit cards, and can be upgraded to support additional payment methods as required. Consumers can easily initiate or extend a parking transaction at any pay station. LUKE’s color graphical display provides clear payment instructions as well as helpful information about local events and businesses. Additionally, the DPT solution enables the city to distribute coupons for one hour of free parking to its customers to promote support of its downtown parking management plan. For instance, during the upcoming holiday season the city will distribute up to 50,000 parking coupons to promote shopping locally.

For the city of Ventura, LUKE pay stations reduce installation and operational costs because they are solar powered and wireless. The city chose to link its pay stations to DPT’s back-end management system using Wi-Fi as part of a larger downtown public network initiative that will eventually include video surveillance and free limited-time broadband access for residents and shoppers.

Mericle continued, “We recently deployed 62 of the 65 pay stations in the city’s historic downtown. The deployment went smoothly, and DPT’s customer support has been great. We are also receiving feedback from both downtown businesses and consumers that the conveniently-located parking

spaces in the downtown core are now more readily available.”

As a result of the initial success of the deployment, Ventura is planning to add even more capabilities that will increase convenience for consumers and help the city manage parking more efficiently. Soon, consumers will be able to pay for parking with their mobile phones and computers. Also, the city will utilize revenues from the pay stations for future downtown improvements like increased security, sidewalk cleaning, parking lot and alley improvements and landscape beautification.

“The city of Ventura is a great example of how DPT’s pay stations can deliver value to the municipality, consumers and local businesses,” said Alan Menezes, vice president of product management and marketing with Digital Payment Technologies. “Our pay stations and back-end systems interoperate with a rich ecosystem of technology partners in order to deliver a complete and seamlessly integrated parking solution.”

About Digital Payment Technologies

Digital Payment Technologies (DPT) is an innovative leader in the design, manufacture, and distribution of electronic parking pay stations, management software, and online services for the parking industry. DPT products provide complete financial tracking, control, and reporting on parking revenue collected by municipalities, universities, parking management companies, private operators, and national parks, from consumer payment through to bank deposit. In 2007, DPT was named Emerging Company of the Year by the British Columbia Technology Industry Association, and placed on Deloitte’s Technology Fast 50 and Fast 500 lists for the second year in a row, as one of the fastest growing high technology companies in North America. Visit digitalpaytech.com

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