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## **Town of Surfside, Florida, Increases Parking Revenue by 51 Percent with New Pay Stations from Digital Payment Technologies**

*Digital Payment Technologies replaces more than 500 single-head meters with 28 LUKE multi-space parking pay stations*

**Vancouver, British Columbia** – Today, Digital Payment Technologies (<http://www.digitalpaytech.com>) (DPT) announced the deployment of 28 multi-space parking pay stations in the town of Surfside, Florida. The LUKE pay stations, 23 of which were installed in November of 2010, have driven an average cumulative parking revenue increase of 51 percent. The pay stations have proven so successful that Surfside ordered 5 more in January, along with a software upgrade that will bring multiple language options to the machines' full-color displays.

These advanced, solar-powered pay stations have replaced more than 500 single-head meters, bringing consumers increased benefits such as the acceptance of bills, coins and credit cards, as well as an increased time limit. This allows consumers more time and flexibility to patronize downtown businesses, which helps fuel Surfside's local economy.

In addition to Surfside, DPT's LUKE pay stations have been deployed in other Florida cities including Tampa, Miami and Fort Lauderdale. DPT was selected by Surfside through a formal competitive bidding process.

"We reviewed a number of options before selecting Digital Payment Technologies, but found DPT's pay stations were the most feature-rich and user-friendly," said John Di Censo, Surfside's assistant chief of police. "The response from local businesses and consumers has been overwhelmingly positive."

Surfside relies upon its small downtown shopping and restaurant district for nearly all of its parking revenue. Additionally, because the town provides free parking permits to residents, its parking revenue comes almost entirely from visitors and tourists.

Di Censo praises DPT's back-end management system for its ability to automatically send an alert if there is an issue with a machine, which means he can immediately dispatch someone to address it. He no longer has to worry about broken machines going unnoticed, and the associated lost revenue. Additionally, because the LUKE pay stations are so intuitive, Di Censo's team can do much of the basic maintenance themselves.

In addition to increasing operational efficiency for the town of Surfside, Di Censo believes that the multiple payment options are contributing to revenue increase because consumers can park for as long as they need to without being constrained by the number of quarters in their pockets. Local businesses have expressed gratitude that their employees are no longer burdened with making change for consumers needing to feed the meters. Additionally, the pay stations do not allow consumers to “piggyback” on the time left on the meter by the previous consumer, which promotes equitable use of the space and further improves revenue.

“Surfside’s experience exemplifies the value of pay stations for both consumers and municipalities,” said Alan Menezes, vice president of product management and marketing at Digital Payment Technologies. “This is a great example of how our technology can simultaneously increase consumer satisfaction and add much needed revenue.”

### **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 cities, municipalities, universities, parking management companies, private operators, and national parks, from customer payment through to bank deposit. In 2007, DPT was named Emerging Company of the Year by the British Columbia Technology Industry Association, and has been included on multiple Deloitte Technology Fast 50 and Fast 500 lists as one of the fastest growing high technology companies in North America.

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