



Digital Payment Technologies Corporation

2010 Press Kit



Corporate Facts

Founded	1997														
Goal	To be the leading supplier of electronic multi-space pay stations to the global parking industry.														
Business	Design, manufacture, and distribute electronic multi-space pay station hardware and software solutions.														
Management	<table><tr><td>Chairman</td><td>Ron Barnes</td></tr><tr><td>CEO</td><td>Andrew Scott</td></tr><tr><td>CFO</td><td>Laura Colwill, CA</td></tr><tr><td>CTO</td><td>Christopher MacPhail</td></tr><tr><td>Sr. VP Sales</td><td>Chris Chettle</td></tr><tr><td>VP Marketing & Prod. Mgt.</td><td>Alan Menezes</td></tr><tr><td>VP Manufacturing Engineering</td><td>Mark Gemino</td></tr></table>	Chairman	Ron Barnes	CEO	Andrew Scott	CFO	Laura Colwill, CA	CTO	Christopher MacPhail	Sr. VP Sales	Chris Chettle	VP Marketing & Prod. Mgt.	Alan Menezes	VP Manufacturing Engineering	Mark Gemino
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CEO	Andrew Scott														
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CTO	Christopher MacPhail														
Sr. VP Sales	Chris Chettle														
VP Marketing & Prod. Mgt.	Alan Menezes														
VP Manufacturing Engineering	Mark Gemino														
Employees	95														
Ownership	Privately held by individuals and investment companies, including CA Bancorp, GrowthWorks and MMV Financial.														
Offices	Corporate Office – Burnaby, British Columbia														
Growth	Since 2000, Digital Payment Technologies (DPT) has averaged 45 percent revenue growth a year. This growth is expected to accelerate over the coming years as DPT becomes solidly entrenched in the larger on-street parking market.														
Export Sales	An average of 95 percent of sales are to the United States.														

Corporate Profile

Founded in 1997 as Digital Pioneer Technologies, DPT has grown to become a recognized leader in revenue management technologies for the North American parking industry, with a strong and consistent focus on innovation, customer service, and providing total business solutions.

The company's core business lies in the design, manufacture, and distribution of highly advanced Pay-by-Space and Pay-and-Display pay stations for both private and public parking lots and streets. The original foundation of DPT's product lineup is the Intella-Pay pay station. DPT incorporated a number of innovative features in these machines, including Pay-by-Phone capability, audit functions, and SmartCard support. These innovations cemented DPT as a leader in the development of parking management technologies.

In 2004, DPT leveraged its years of experience in developing the Intella-Pay off-street pay station and introduced the LUKE pay station for the on-street municipal market. LUKE takes the key benefits of the Intella-Pay—ease of use, security, and flexibility—and adds unmatched technical capabilities, enhanced industrial design, and improved flexibility. To date, over 4,000 LUKE pay stations have been deployed in the field, the largest installation being in Houston, TX, where 750 pay stations operate over a wireless network. Additional North American cities deploying the LUKE pay station include Charlotte, NC, Chattanooga, TN, Fort Lauderdale, FL, Glendale, CA, Lexington, KY, Milwaukee, WI, Nashville, TN, Riverside, CA, and West Hollywood, CA.

In 2005, the SHELBY pay station was unveiled to package the new technical advancements delivered in the LUKE in a rugged cabinet designed for off-street applications. SHELBY has proven very popular in the university and private parking operator markets where the dispensing of coin change is often an important requirement.

Supporting all of these DPT pay stations has been the optional Web-based Enterprise Management System (EMS) that provides clients with a range of powerful applications such as real-time credit card processing, real-time reporting, online system monitoring, and proactive alarming. Most recently, DPT added the DPT Web Services application to EMS to enable easy integration with third-party technologies that include enforcement and gated systems.

In April 2007, DPT delivered on its promise to provide its clients with the highest levels of credit card data security in the industry by successfully completing its security audit and achieving full certification as a Level 1 Service Provider under the PCI Data Security Standard.

In December 2007, all DPT products were validated as meeting Payment Application Data Security Standard (PA-DSS) under PCI.

DPT's continued commitment to quality and innovation has led to a rapidly expanding installation base across the U.S., Canada, and Mexico. With its recent successes in large municipal deployments, DPT expects its rapid growth to continue.

Interesting Facts

- As of January 2010, DPT has shipped over 6,000 electronic pay stations to private parking operators, universities, and municipalities throughout North America.
- In August 2006, DPT was awarded the largest multi-space pay station contract in North America by Affiliated Computer Services, Inc. (ACS) to supply 750 LUKE pay stations to the City of Houston, TX.
- The City of Houston installation is the first North American on-street parking equipment operation to be integrated with a city Wi-Fi mesh network.
- Municipal clients include Cambridge, MA, Chattanooga, TN, Charlotte, NC, Fort Lauderdale, FL, Glendale, CA, Milwaukee, WI, Nashville, TN, Riverside, CA, Stamford, CT, West Hollywood, CA, White Plains, NY, and White Rock, BC.
- University clients include California State University – Long Beach, Duke University, Ohio State University, Simon Fraser University, Stanford University, Texas A & M, University of California – Berkeley, University of California – Los Angeles, University of California – San Diego, University of California – Santa Barbara, University of Maryland, and University of Texas – San Antonio.
- Private parking operator clients include AMPCO, Impark, Central Parking, Diamond Parking, Lanier Parking Solutions, Laz Parking, Republic Parking, and Standard Parking.
- DPT created a customized citation payment system for a client operating equipment in Mexico City in 2005.
- DPT pay stations accept multiple forms of payment including coins, bills, credit cards, SmartCards, coupons, and Pay-by-Phone.
- DPT pay stations can be networked together using cellular, Wi-Fi, or Ethernet technologies.
- DPT's EMS provides a Web portal for clients to access real-time information regarding their pay stations such as individual transactions, reporting, and maintenance status.
- DPT's EMS processes over 4 million client transactions per month; of those, 68 percent are credit card transactions.
- Real-time maintenance and security alarms from DPT pay stations can be sent to a client's cell phone, pager, or e-mail address.
- DPT has established integration partnerships with many of the leading enforcement system companies that include Complus Data Innovations, Duncan Solutions, ParkTrak, and T2 Systems.
- DPT is integrating with StreetSmart Technology parking space sensors to provide enhanced reporting and more efficient enforcement systems to private operators and municipalities.

- DPT has established integration partnerships with many of the leading metro wireless providers that include Tropos Networks and Strix Systems.
- Growth in on-street business is resulting from municipalities replacing their single head parking meters with electronic pay stations for reasons that include:
 - Enhanced security: Electronic pay stations provide improved physical and data security.
 - Avoiding lost revenue: Broken single head meters and parkers using spaces with time remaining on the meter result in lost revenue; this is avoided with electronic pay stations.
 - Flexible payment options: Parkers are asking for more payment options and features not available on most single head meters, such as credit card payment and Pay-by-Phone capabilities.
 - Flexible rate options: Increasing parking rates has made coin payment on single head meters less than optimal.
 - Detailed reporting: Increased requirements for improved audit and management reporting to better analyze operations.
 - Networking meters: Customer service can be greatly improved by networking pay stations so parkers can pay for parking or add time at any meter.
 - Improving urban streetscapes: The removal of 10 to 15 single space meters with a single multi-space pay station can improve the look of the streetscape.
- DPT's product portfolio includes the LUKE on-street and SHELBY off-street multi-space pay stations, the BackOffice Support System (BOSS) software, and the EMS online management system.
- The name "LUKE" was inspired by Paul Newman's character in the film Cool Hand Luke where he plays a man arrested for cutting the tops off single space parking meters.
- The name "SHELBY" was inspired by Carol Shelby, the famous American racing and automotive designer.
- In June 2007, the British Columbia Technology Industry Association (BCTIA) named DPT the Emerging Company of the Year.
- As one of the fastest growing companies in Canada and North America, DPT has appeared on Deloitte's prestigious annual Technology Fast 50 (www.fast50.ca) and Fast 500 (www.fast500.com) lists in 2006 and 2007.

Media Policy

DPT will make every attempt to have specific personnel available to discuss its success with the media and will often encourage the media to cover DPT events.

To ensure information is communicated properly, all requests for media interviews must be directed to the Marketing Department at DPT Corporate Office. Therefore, if you are interested in doing an interview or obtaining a statement, **all inquiries must be directed to the Marketing Department**. Under no circumstances will a DPT employee speak with anyone from the media without prior notification and approval from the Marketing Department.

If you are a member of the media, please contact:

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Media Resources

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Press Releases	digitalpaytech.com/news.html
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