

Smart Cards

A smarter way to park, pay, and go



The evolution of the mechanical parking meter to the electronic parking meter has spawned a new way to pay for parking – the smart card. Leading the way in this technology is POM, a manufacturer of single-space parking meters, and Parcsmart an electronic payments company. Both POM and Parcsmart smart cards are widely used in the parking industry today as an alternative to paying with cash.

The POM and Parcsmart smart cards are a cross-platform cashless form of payment that can be used with both single-space meters and multi-space meters from Digital Payment Technologies (DPT). Because of their dual-purpose use, operators with existing single-space meters opting to migrate to DPT multi-space meters, have a seamless migration with no hardware or software updates required. All that's needed is the security code of the existing group of smart cards to enable the LUKE and SHELBY pay stations to accept and process the smart cards.

DPT's support of the POM and Parcsmart smart cards over the past few years makes the transition from single-space to multi-space smart card use effortless and secure. The cards utilize high-grade data encryption and are managed in DPT's Enterprise Management System (EMS) to provide safeguards against misuse.

Parkers no longer need to scour for loose change to feed the meter. The chip-based smart card offers parkers a convenient, hassle-free way to pay. The mechanics of it are simple – a rechargeable card backed by a technology to process it in line with modern-day parking needs; the benefits to you, the operator, are multifold.

Benefits for Parking Operators

- A secure method of payment that uses state-of-the-art encryption to protect card data and prevent card copying or “topping up”.
- Reduced collection costs due to less currency in meter vaults.
- Cross-platform use – can be used in both single-head meters and DPT multi-space meters.
- Prevention of misuse by the establishment of a smart card bad list.
- Upfront revenue from card sales and reloads, in the bank earning interest while it may take weeks or months before a card's value is depleted.
- Additional revenue is possible by selling advertising on the card.

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Benefits for Parkers

- More convenient than cash, no need to remember to bring cash to pay for parking
- Easier than cash, exact change every time
- Safer than cash
- Card is reloadable and reusable
- Easily add funds onto the card at the pay station*

How it Works

The smart card acts as an electronic purse in lieu of hard currency. It is a pocket-sized card with an embedded microprocessor, which contains a stored dollar value that is deducted to pay for parking transactions, similar to debit card transactions. The benefit to the parker is availability of instant “cash” to pay for parking. During the course of a transaction, the pay station shows the smart card’s current card balance and also prints the remaining balance on the receipt once the transaction has been completed. Additionally, a parker using a POM smart card can add money to the card via the Smart Card Reload function at the pay station. There is no need to purchase third-party equipment to enable this functionality.

The smart cards can operate in both online and offline mode. In offline mode, connectivity to DPT’s EMS service is not required to accept or reload cards. However, in online mode, operators can conduct real-time credit card authorization at the pay station during the card-reloading process.

Several DPT clients are already realizing the benefits of cashless payment and have deployed both POM and Parcxmart smart cards for use on their LUKE and SHELBY pay stations.

To learn more about how POM Smart Card functionality can work for you, talk to us today.

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* Available with POM cards only

