



Proximity Thematic

Parking Spaces, the Technology Frontier

Simplifying Parking, Not Be a Technology Nightmare!

By Nicholas Ashton, CEO/CIO, CommSmart Global Group

There are more parking structures and lots than ever before, but never enough open spaces when you are looking for one!

Parking real estate is a prime and premium opportunity when it is managed by proven technology. This is what CommSmart Global Group has addressed, not only in discussion but in creative action via proven software/hardware that addresses simplified entrance and secure payment for regular daily/monthly clients and hourly parkers. Including information, notifications and security alerting whilst in the parking structure or lot.

I know, electronics, technology, the more you add, the more that can go wrong and cost you more in the long run, so say some.

Not us!

In some respects, they are right and that is why we have approached with a *wait and see attitude* and only until now fully released our **Park & Pay** resolution and solutions.

We have been part of the *disruptive revolution* since 1976 when we first had our micro-computer manufacturing and sales/service in the U.K., to name but one of our global technology achievements. Lessons learned, revisited and logically assessed have brought us to our leadership in all aspects of proximity marketing beacons usage in total facets of clarified profitable technology easy usage.



Logically, we all strive for efficiency which in turn is converted to necessary profitability.



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Please do not misunderstand, we know far too well what we can do to make parking a technological world of the 'Jetsons'. The more technology in use, the more instant servicing is required and the *Internet of Things* brings this to us. Let us understand that the cost factor rises and so does understanding and frustration with implementation.

Our solutions already are in use in retail stores, healthcare, parking, public arenas, museums, event facilities and in-door navigation.

PROXCOMM, a **CommSmart Global Group (LexisNexis Risk Solutions Partner)** asset, is the world leader in technological understanding, manufacturer, proprietary software developer of proximity beacon marketing, analytics, integrated *Apps* with a major facet of coaching and mentoring to make the necessary steps in knowing more, and importantly, simplified.

To us, **simplified** is all to do with investment, expenditure and usage.

Parking structures and lots have one criterion, you have the spaces and they are financially your assets, which must be marketed, available and paid for. It is all in the transaction flow, secure means, and fewer failures.

Simple facts and simply achievable!

RFID has been the choice for decades and is now way behind the *eight-ball* regarding parking solutions and the secure *Internet of Things* (IoT) capabilities.

The importance is your revenue, the collection being the **#1 priority** with secure collections and reducing debit/credit card-reader failures. The scammers/skimmers have been attacking both gas station debit/credit card readers and parking operations in their droves. The reduction of those readers usage is a must and we have been able to achieve a secure means to do so. Less usage also means fewer chances of the breakdown of those readers.



We are going to replace by 99% the usage of payment via a card reader with the Smartphone, which most never leave home without and keep in the palm of their hand, so to speak. Today, we can talk directly to Smartphones via the **PROXCOMM Proximity Beacon Technology**.



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Simply having the Smartphone on their person or in the vehicle allows them to be recognized and allowing entry or exit to the parking lot or structure for monthly customers who have a downloaded App on their Smartphone. Oh, you have a concern they may not want the App? Don't worry we know how to add an incentive for them to appreciate this technology! Hourly customers can still pay with their Smartphone too with one of the many Smart Pay Apps. There is also full analytics available for you, that is if you so wish to know more about your customers.



If you think that is all we are going to offer you, *you are wrong!* Now comes an even more interesting aspect of your prime parking real-estate! In reality, you own all the *air* or *Atmospherics* around your facilities, which your customers dwell in as they park their vehicles. Also, around you are businesses, law offices, restaurants, insurance companies, clothing stores and so many retail operations who wish to reach all that are in proximity. They want to entice customers/clients to spend their well-earned monies with them.

Those same proximity beacons we use for payment are also **proximity marketing beacons!** They are transmitting 24/7/365 which are powered for up to two years without charge. What can be changed or rotated is the message that is transmitted, the advertising or marketing message with our simple software which is a revenue addition to your facilities.

The advertising notifications are transmitted to all Smartphones and can be saved or discarded and are only receivable within or up to 100 yards of the transmission from the proximity beacon. The beacon does not receive information from the Smartphone, only when the users connect with the advertiser, then restricted information can be received.

In fact, you can run your technology operation, which is now using proximity beacons with your additional marketing revenues!

I believe we have peeked the interest, no matter what your size, conglomerate, medium or small, so let us converse and utilize more profitably, your real-estate!

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CommSmart Global Group – A LexisNexis Risk Solutions Partner

It is productivity perfection personified!

WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...



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