

Case Study: Adelaide Airport

Adelaide Airport is the principal airport of South Australia and the fifth busiest airport in Australia, servicing over 7 million passengers. The airport has received numerous awards, including being named the world's second-best international airport in 2006. In 2012, Adelaide Airport installed the Park Assist M3 System in its new multi-level car park. Since practical completion in July 2012, the Park Assist M3 system has been running above the specified 98.5% car detection accuracy.



Why They Purchased

M3 vs Ultrasonic: An airport official stated, the Park Assist M3 System offers an advanced technology of camera-based parking guidance system, when the majority of the industry was offering ultrasonic based solutions. Also, the Park Assist M3 System provides software features that could be potentially utilized in the future. The M3 system requires substantially less hardware, offers a range of business intelligence technology and allows the garage to remain operational during install. Ultrasonic systems have limited technology, are installed over every space and require a garage closure for installation.



Technology & Business Intelligence: License Plate Recognition (LPR) was a big factor for Adelaide. Whenever a car is parked, the M3 System reads and stores its license plate number and location. Visitors can later find their car through a variety of *Park Finder* interfaces: kiosks, smart phone applications, and supported revenue control pay-on-foot devices. *Park Finder* is one of the many unique features of the Park Assist business intelligence software suite, that eliminates the stress of parking and provides a world-class experience by allowing using to search for the location of their vehicle. Also, the Park Assist business intelligence software suite



provides the ability to add new value-adding features in the future.

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