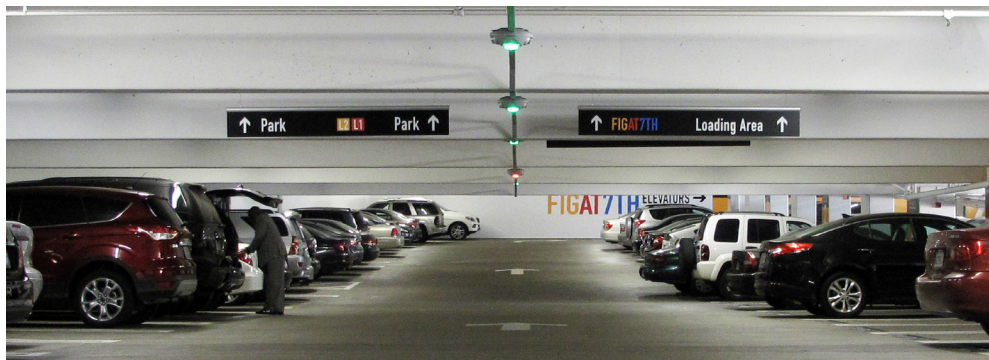


Case Study: FIGat7th

FIGat7th is an open-air shopping mall and office building located in the Financial District of Downtown Los Angeles. Brookfield is one of the leading mixed use developers in the world. The site has a mixed use garage that is utilized by office tenants, gym members, and retail shoppers.

FIGat7th selected the Park Assist M3 System in 2012 for its multi-level car park. The Camera System simultaneously and effortlessly monitors and enforces multiple parking policies at once.



FIGAT7TH
DOWNTOWN LA
Brookfield

Why They Purchased

Demand for Dynamic Pricing: Handling the different types of parking users in a mixed use development has traditionally required 'nested' parking areas within the facility, controlled by inflexible barriers and access cards. The M3 System ability to monitor every space in a facility permits the parking area to be free of internal divisions, leading to further reduction in the number of parking spaces built. At the heart of this capability is license plate recognition (LPR) – every parked vehicle is identified uniquely by its plate number. Using this knowledge the M3 System simplifies operations by assessing every parked vehicle against policies specific to that parking location, which can include pricing, time restrictions, and location permission. Violations are automatically raised to security or parking staff.

Integration with PARCS: The M3 system reads and stores license plates (LPR) and can integrate with the PARCS vendor at the site. At FIGat7th, customers who park in the retail area are offered a different parking rate than office tenants. This is accomplished by monitoring license plates and communicating that data to the PARCS system who charges the appropriate rate. Also, the M3 system is used for enforcement at the site, ensuring that office tenants are not parking in the retail areas.

"The technology and deployment has made it possible to successfully mix both office and retail parking and collect the appropriate fees for both parker types. Park Assist has been a valuable partner from the planning stage, through the deployment and post installation support."

Laura Longworth, Vice President, National Parking Operations, Brookfield Properties

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