

McCain, Inc.

OPTIPARK® Wayfinding

SOPHISTICATED DATA-SHARING FOR URBAN COMMUNITIES

INTEGRATED URBAN WAYFINDING

DECREASE TRAFFIC
CONGESTION BY SHARING
PARKING DATA TO HELP
DRIVERS FIND PARKING
MORE EFFICIENTLY

A third of downtown congestion is attributed to drivers looking for parking. Keep traffic in motion by providing drivers with parking information to help them get to their destinations more efficiently, improving safety and minimizing congestion.

A PARKING-BASED SOLUTION TO URBAN CONGESTION

Parking is one of the largest contributors to urban traffic congestion; whether drivers are circling to find a spot or backtracking because all the lots are full.

Reduce congestion with OPTIPARK Wayfinding by sharing parking data with the motoring public before they depart for their destination or while en route.

OPTIPARK Wayfinding aggregates data from parking operators so it may be shared on city websites, mobile apps, or OPTIPARK Signs strategically placed throughout the city.

KEY BENEFITS

- Reduce urban congestion & emissions
- Help drivers quickly locate parking
- Create a positive driving experience
- Increase road safety
- Integrate with PARCS, PGS, or valet
- Enable proper curbside management

THE POWER OF DATA

As with most modern solutions, the key to unlocking the full benefits of wayfinding is in making parking data available to all users in a form that is meaningful to them.

Access to real-time data allows drivers to make more informed decisions based on garage occupancy, rates, and distance.

OPTIPARK Wayfinding enables data to be posted on OPTIPARK Signs along well-traveled arterials and shared digitally via websites or smart phone apps; appealing to the full gamut of user demographics.

SIGHT AND INSIGHT

Providing drivers with visual information along their route enables them to make timelier, often safer, decisions.

With more than 30 years of experience in transportation, analytics from McCain's NTCIP-compliant wayfinding solution offers traffic engineers insight into parking demand and trends where adjustments to signal timing could benefit overall operations.



OPTIPARK® WAYFINDING

FEATURES

- **SINGLE DATA AGGREGATOR**
Integrate real-time data from any parking access and revenue control system (PARCS) provider, parking operator, valet system, or OPTIPARK PGS via one central software.
- **COMPLETE CONTROL**
On-premise or cloud-hosted solution with a modern interface enables many features such as message scheduling, analytics and reports, graphic editing, and easy system expansion.
- **NTCIP COMPLIANT**
OPTIPARK Wayfinding complies with leading communication standards for the transportation industry, so it can be integrated with other smart city applications.
- **FULL-COLOR WAYFINDING SIGNS**
Full-matrix variable message signs allow users limitless display options, including full-color logos, images, dynamic pricing, event or garage location, etc.
- **ENERGY EFFICIENT**
Drastic savings on full-color wayfinding signs. Large, overhead signs consume less electricity than a personal hair dryer.
- **SINGLE SOURCE**
All system components are provided by McCain and our sister SWARCO companies, reducing the hassle and risk of dealing with multiple vendors.

OPTIONS

- **OPTIPARK® PGS**
Fully integrable with McCain's optic-based parking guidance system; cutting-edge technology that you can afford.
- **UNIQUE SIGN HOUSINGS**
We work with your sign fabricator to display OPTIPARK Signs in unique and custom framework, in support of your community beautification goals.



(888) 262-2246
parking@mccain-inc.com

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