

SMART CITIES

Smart Parking

HOW CAN TELEFÓNICA TECH HELP?

Accurate, real-time information on the occupation of parking areas, facilitating efficient management and resource planning while increasing citizen satisfaction.

Around 30% of urban traffic is generated by vehicles looking for parking, spending an average of eight minutes to find a space.

Urban managers can use this solution to **monitor parking lot use, optimize space rotation, and guide drivers to available** spaces, helping to reduce traffic congestion and improving quality of life in cities.

WHO IS THIS SERVICE FOR?



Urban managers interested in improving mobility and promoting the sustainable development of cities, contributing to the quality of life of citizens.



Shopping centers, airports, hospitals and other facilities with a large influx of people that require optimizing the availability of parking spaces, facilitating access, and speeding up parking during periods of high demand.



Large leisure facilities such as amusement parks, zoos, water parks, or festivals, which need to size and effectively manage their parking infrastructures to regulate the massive flow of visitors.

OUR VALUE PROPOSITION

Our service

The Smart Parking solution includes the following key components:

- › **Data collection systems:** Sensors or cameras that collect real-time information on parking lot occupancy and vehicle flow.
- › **IoT connectivity:** Protocols that guarantee the efficient and secure sending of data from the devices to the management platform.
- › **Software platform:** It processes raw data and transforms it into useful information for parking management. It facilitates user management, project configuration, device administration, remote maintenance, and data visualization and analysis. It also offers standard integration services.
- › **Optional components:** These include signage panels to guide users, a citizen app that provides real-time information, and a specific module for regulated parking management.

What does it allow you to do?

This service allows for:

- › **Identification of free spaces:** It detects vehicles in real time and updates the information on available spaces to facilitate management and guidance.
- › **Control of space use:** It monitors the occupation of specific spaces and updates the information in real time to control parking time. It allows for classification and monitoring according to the type of space (PRM, loading and unloading, among others).
- › **Efficient guidance:** It provides real-time availability of parking spaces and makes it easier for users to find free parking, either through an app or through information panels installed.

Benefits

Increased citizen well-being

Reducing the time needed to find parking reduces stress and improves citizen satisfaction. It also minimizes traffic jams, noise and air pollution, and reduces traffic accidents.

Optimization of urban planning and infrastructure

Having real-time information on the occupancy and use of spaces allows urban managers to make more efficient decisions to improve infrastructure and urban planning.

Promotion of local commerce

The ease of finding parking in downtown areas removes barriers to visiting commercial areas, promotes greater vehicle rotation and boosts local economic activity.

Telefónica Tech's differential value



Adaptation to customer needs

The solution combines technologies such as cameras and sensors, together with optional information modules, to precisely adjust to the specific requirements of each customer.



End-to-end solution

Designed and managed by Telefónica, it offers a single point of contact for centralized care, ensuring optimized implementation and continuous support.

BUSINESS MODEL

The Smart Parking service includes everything you need: **hardware, software for device management and data visualization**, as well as **deployment and configuration**. The solution **can be easily integrated with your existing analysis and/or visualization platforms**.

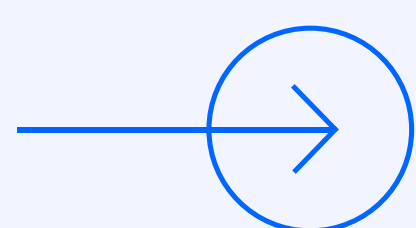
RELATED PARTNERS



RELATED SERVICES

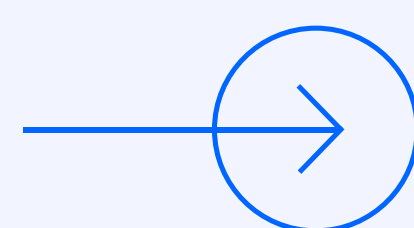
Smart Parking

Accurate, real-time information on city parking zone occupancy. This solution enables better management and planning of available resources, enhancing operational efficiency and improving citizen satisfaction.



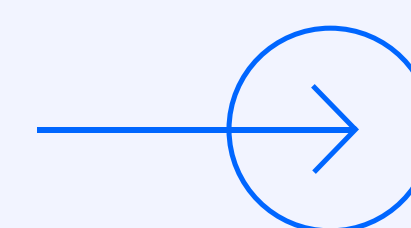
Air and Noise Quality

We assist you in implementing more sustainable urban planning, reducing pollution, and keeping citizens informed at all times about the environmental quality of their surroundings.



AI & Data Consulting

We design a master transformation plan centered around data, guided by your business priorities. Based on these priorities, we build a technological ecosystem of IoT and Artificial Intelligence, enabling your company to leverage the potential of these new technologies to generate new revenue streams, optimize costs, or reduce risks.



Contact us to start the digital transformation of your organization.

