

The Digital Permit Company

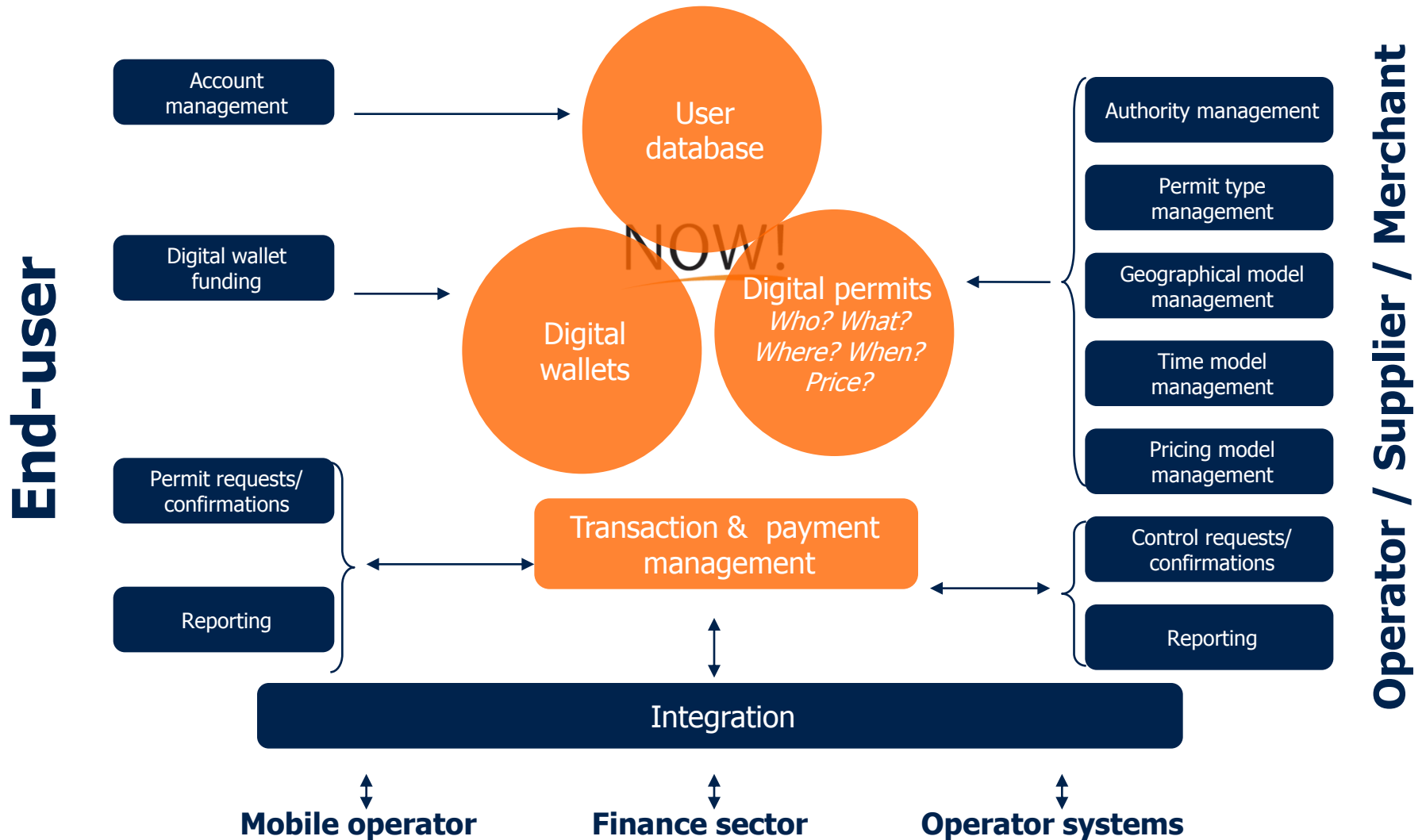
NOW! **In**novations

Introduction to ParkNOW! Mobile Parking Solutions

May 15, 2009

- NOW! Innovations was one of the first two companies in the world to introduce mobile parking in 2000
- NOW! Innovations today is one of the world's top 5 providers of mobile parking solutions
- Operating in
 - ▶ Estonia since 2000, Belgium since 2006, Slovenia since 2007, Ukraine since 2008, the UK since 2008, the USA since 2008, Macedonia in 2009, Spain in 2009
- Under consideration in
 - ▶ France, Luxembourg, Norway, Albania, Turkey, Argentina, Colombia, Guatemala, Mexico, etc.

Platform Structure



Our Unique Strengths

- The ParkNOW! team has the longest experience of mobile parking in the world
- ParkNOW! is one of the very few truly 2nd generation platforms for mobile parking and digital permits
- ParkNOW! combines indepth understanding of both mobile communications and the parking industry
- ParkNOW! offers a comprehensive full-scale parking solution from payments to management
- ParkNOW! is able to move flexibly between technologies, such as IVR, SMS, MMS, WAP, RFID and NFC
- ParkNOW! can easily handle most known payment options
- ParkNOW! can easily handle all kinds of digital permits instead of just parking or ticketing, including combined permits, such as Park&Ride

- Legal/business objections to the open system, i.e. including parking fees on mobile phone invoices or debiting pre-paid phone cards is not yet a universally accepted approach
- Existing hardware legacy
- The “old technical establishment” unwilling to integrate – even when they have no alternative of their own to offer
- Existing “fat” contracts in the parking industry, making current private parking operators often unwilling to “rock the boat”
- Each market is very different

Main Challenges in the US

- The large mobile operators' absolute unwillingness to co-operate
- No SMS culture, end-users quite conservative
- Even in traditional parking 20 years behind Europe
- Municipalities' tendency to force mobile parking into "the meter parking mindset"
- Enforcement typically by visual means only, often just by driving by
- Excessive political sensitiveness
- Even not the US is a single market