

Good morning, my name is Andy Rinius with WiseSight Parking Management Solutions. On behalf of our company, thank you for allowing us to contribute to today's legislative session. We are pleased for the opportunity to introduce our company, provide background on our AI-powered technology, and discuss how we streamline the parking enforcement and revenue management processes.

My goal is to provide a solid understanding of the innovation that WiseSight offers in transforming parking management operations, enabling tremendous efficiencies for oversight departments while increasing payment compliance and allowing municipalities to capture significant lost revenue linked to limitations of manual enforcement. With this advanced technology, one of the derivatives is gaining much greater security for any parking agency personnel.

The utilization of parking assets today is monitored by various technologies where they are primarily grouped into three segments. Street parking, Surface lots, and Garage structures. The dynamics of vehicle movement in street parking and surface lots require sophisticated technology that has not been available in the civil environment until just recently.

Human enforcement of parking is constrained by multiple limitations such as weather, emotions, holidays, safety issues, and limited monitoring reach but the largest limitation is parking officers required to create a healthy balance between payment compliance and parking enforcement.

From most of the locations where WiseSight has been requested to implement its solution, we have seen about a 5% enforcement rate of the actual violations that occur. WiseSight solutions provide the means for the parking agency to understand the real utilization of the parking asset and decide which enforcement level they would like to reach which can go up to the potential of 100%.

WiseSight was founded in 2016 by 5 veterans from Aerospace and Defense systems, who aimed to create a simple and intuitive approach to parking in cities for Consumers, Parking Operators, and Enforcement agencies. Founded as an AI technology company that revolutionizes parking management and enforcement. Our real-time data analytics and automated solutions provide customers with increased revenue, enhanced sustainability, and improved traffic flow.

HOW IT WORKS

WiseSight's management platform is integrated with various enforcement and payment platforms to create the necessary tools and data for the enforcement agency. The imaging system supports infrastructure-less operation, powered by a solar panel, along with cellular network connectivity.

OBJECT TRACKING TECHNOLOGY:

WiseSight's computer vision utilizes a unique Signature-Based object tracking technology and constantly scans the monitored parking area. The system will simultaneously process multiple video streams and images which are designed to capture every small detail of the vehicle, starting from the license plate (LPR), shape and color, unique identifiers such as sunroof and rims, dents, scratches, and even dirt. This data is combined and analyzed by a local processing unit, creating a unique identifier of the vehicle's captured image.

CENTRALIZED AI IMAGING ENGINE

Once the vehicle identifier is created, any other imaging systems installed throughout the monitored zone will stream their own vehicle-captured imaging data to a centralized processing AI platform. The centralized AI Engine uses sophisticated algorithms to analyze all captures and creates a single trackable event of the vehicle movement session throughout the monitored area, whether it's a surface lot or street curbside parking.

MANAGEMENT PLATFORM

As the system becomes operational and live feeds are streamed to the management platform, the captured data is used to monitor payment and parking compliance for the various space types such as - Hourly, Daily, Permit, Handicap-accessible, and other space-specific restrictions. The system will calculate and display captured revenue, and the revenue potential from missing payments and citations of the monitored zone. Additionally, the management platform shows real-time vacancy and occupancy, analyzes traffic and parking patterns, and enhances the monitored zone's overall security.

Thank you for your time and attention during this legislative session.

Respectfully submitted,

Andrew (Andy) Rinius
Regional Sales Manager

21 E. State St. Suite 200, Columbus, OH 43215

Tel: +1-646-881-4400 | **Cell:** +1-215-720-4984

andrew.rinius@wise-sight.com | www.wise-sight.com