ACCELERATING THE SMART CITY

A unique opportunity to invest in the future of your City. Smart parking as a cornerstone for your Smart City platform.
PARKING CHALLENGE CAUSES 30% OF TRAFFIC IN CITY

The New York Times

15 blocks \textit{for 1 year} in Los Angeles

950,000 miles – \textit{excess} vehicle miles driven

47,000 gallons – \textit{wasted} gas

730 tons – \textit{carbon dioxide} greenhouse gas

20 Cities- \textit{Global Parking Survey 2011}

6 of 10 drivers – \textit{abandoned} parking search \textit{at least once}

18-20 minutes – \textit{on average} spent finding parking

All this driving \textit{to get nowhere}

- Based on 2007 UCLA Study by Prof. D. Shoup
- Based on IBM Global Parking Survey, 2011
RETHINKING THE PARKING EXPERIENCE

1923: Traffic light patented in the US  
1935: First parking meter installed  
2011–Time to ReThink Parking!

- Consumer Search – based on luck!
- Payment method - coins & inconvenient
- Parking policy – opaque & confusing
- Enforcement – Random & expensive
- Merchants – Parking woes hurt business
PARKING- THE GREAT UNSOLVED URBAN PROBLEM

For Cities & Universities
- Parking revenue loss
- Severe congestion (30% of traffic)
- Inefficient resource allocation
- Major environmental impact

For Consumers
- Significant waste of time
- Economic cost
- Ineffective pricing
- Major source of frustration

For Merchants
- Loss of business due to lack of parking
- Customer frustration
- Limited ability to influence – no data
Streetline™ Integrated Smart Parking Platform

**Parker™ & ParkerMap™**
Consumer Guidance
Mobile and Web Apps

**ParkerData™**
API for Application Developers

**ParkEdge™**
Parking Facility Management
Web App

**ParkSight™ & Guided Enforcement™**
Parking Enforcement, Management and Analytics
Web & Mobile Apps

Inbound APIs ➔ **Data Center** ➔ Outbound APIs

Gateways: Backhaul to the Internet (Cellular or WiFi)

Ultra-Low Power Wireless Sensing Network
CONNECTING THE REAL WORLD – STREETLINE SENSORS

- Patented, proven occupancy detection sensors
  - Surface and embedded
  - Proven snow deployment
  - 4-5 year battery life
  - Dual detection – magnetometer & light
  - Sensors field programmable
  - Easy to deploy 400-500 day (Siemens)

- Payment Integration
  - Coin operated meter sensor
  - Credit card meter API integration
  - Mobile phone payment integration
  - Actuation of coin meter with mobile

- Scalable Multi-Hop Network
  - 2nd Generation highly reliable mesh network
  - Dust/Linear Technology technology
  - Redundant networks
  - Constant monitoring
ParkSight™ (on-street parking)
• Policy management and analytics
• Reduce congestion
• Increase revenue
• Real-time data + cloud-based parking apps = Smart Parking for Cities

“We’ve always believed technology would help us to more easily make decisions based on data. [With Streetline], we are increasing turnover on Main Street, attracting customers, helping businesses and making visiting Ellicott City easier.”

- Ken Ulman, County Executive
Howard County, MD
ParkEdge™ (off-street parking)

• Publish facility location, hours, & policies
• Provide real-time availability to motorists
• Offer advance reservations
• Run promotions and special offers
• Increase occupancy and revenue
• Improve operations

“[ParkEdge] allows MSU Parking and Transit services to communicate parking information using existing resources and infrastructure. Within seconds, parking status is available to users via Parker and the web-based ParkerMap.”

- Mike Harris, Director of Parking & Transit Services, Mississippi State University
PARKING MADE EASY
Find spaces that are open right now with Parker™, Streetline’s award-winning parking guidance app.

Parker™ by Streetline
• Motorist guidance
• Hands-free functionality
• Easily find and pay* for parking
• Reduce driving time and vehicle miles traveled

“We tried out the (Parker) app and wish it were already available in every city we’ve ever driven!”

“Best Mobile App For Smart Cities”
February 2013

*select markets
ParkerMap™

- Easily embedded in any website
- Show visitors where to find parking
- Free for local merchants, universities...any website!

“Adding ParkerMap to our website allows us to inform guests of the parking options near our restaurant. It is a clear way to show where parking is available in relation to our location and it was simple and easy to use.”

- Basim Nimri, Owner
Mandaloun Restaurant
PARKING AS THE FOUNDATION FOR A SMART CITY

The Streetline Platform can be expanded to include other sensing types:
- Road surface temperature
- Noise levels

How is the road temperature impacting our local climate, environmental impact?

Benefits:
- Maximize resources and funds
- Respond in real time as issues happen
- Analyze trends, set policies based on data
- Deploy resources or implement environmental impact plans based on real, actionable data

Where and when are noise violations happening?
STREETLINE – SOLVING GLOBAL PARKING FROM CALIFORNIA

2008/2009
San Francisco
Founded with the goal to use sensor technology to change cities. Initial focus on improving parking.

First Deployment
Hollywood becomes Streetline’s first commercial deployment, and with it the first guidance app.

Los Angeles
LA becomes Streetline’s largest deployment with over 7,000 sensors deployed covering the downtown area.

International
Streetline expands to Europe with its first deployment in Germany. Global headquarters in Foster City.

Expansion
Secures $25M in financing to promote expansion. Secured over 40 municipal and university customers.

Streetline Today:

<table>
<thead>
<tr>
<th>Headquarters:</th>
<th>Foster City, CA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Largest Customer:</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>Manufacturing Site:</td>
<td>Sunnyvale, CA</td>
</tr>
<tr>
<td>California Customers:</td>
<td>LA, Martinez, Redwood City, San Mateo, San Carlos, 2 Silicon Valley tech companies</td>
</tr>
<tr>
<td>Employees:</td>
<td>40+ Californians</td>
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Customer Quotes:

“Customer Quotes:
“The reports we are getting from the Client Services team at Streetline are invaluable. We get to see what’s happening in our city in terms of parking, in real-time, and compare that to historical data. That is the way informed and educated decisions are made to improve the city.” — Lisa Costa Sanders, City Planner for City of San Carlos

“Parking is the first thing and the last thing a consumer experiences when visiting our downtown. Showing them where to find adequate parking is essential to a thriving downtown. ParkerMap helps our businesses inform visitors where they can park, how much it costs, and the availability of on-street parking in real time for key blocks in the heart of downtown.” — Jessica Evans, Executive Director, Downtown San Mateo Association

Over 275 million parking events sensed to date.
The Contra Costa Transportation Authority is a leader in transportation innovation in California. The Pacheco Transit Hub will provide parking availability on Parker, Streetline's mobile app, and later on a message sign that will inform drivers of the availability of parking for access to alternative transit options.

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Pacheco Transit Hub
Located off of highway 4, near the 680 interchange, the hub is available for:
• Carpooling
• Bus transit

Real-time availability information will make multi-modal and alternative transit options more convenient and predictable for commuters.

Phase 1 - Parker

Phase 2 – Dynamic Message Sign
HEAVY TRAFFIC ON HWY 4
USE PACHECO TRANSIT HUB
75 PARKING SPACES AVAILABLE
## Significant Ecosystem of Partners

<table>
<thead>
<tr>
<th>Active Partners</th>
<th>Logos</th>
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<tbody>
<tr>
<td><strong>Resellers</strong></td>
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<td><strong>Auto OEMs</strong></td>
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<td><strong>Financial/Mobile Pmt.</strong></td>
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</tbody>
</table>
SIGNIFICANT MEDIA AND PRESS MOMENTUM

“The Washington Post

“City-management issues, from parking to water use, are going high-tech as cities seek to use analytics and information to improve their operations.”

“GCN

“If you want a smarter city, start with parking.”

“USA Today

“It's a good way to use technology to help the public. How can I find a parking space faster?”

“CNN

“A silver bullet for urban traffic problems…”

“npr

“If you live and drive in the city, you've probably suffered at least one of the many perils of parking. But the tech world is approaching the perennial parking problem full force.”

“Bloomberg

“Trillions of sensors will change life as apps have.”

“Mashable

“Streetline’s system helps drivers locate parking spots, lowering emissions and improving traffic flow.”

“The Huffington Post

“The Internet of Things creates a connected city that can talk…We're only just beginning to see the impacts of the connected city.”

“Entrepreneur

“…there's nothing worse than circling the block hoping to find a parking space. Parker solves that problem by delivering parking options in real-time.”
STREETLINE LEADERSHIP TEAM AND INVESTORS

Bill Ford, Executive Chairman Ford & Founding Partner Fontinalis

“We’re excited to announce our partnership with the Streetline team. Streetline’s pioneering real-time smart parking technology will be instrumental in improving personal mobility across the globe.”
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