SWARCO
OPTIPARK® WAYFINDING
SOPHISTICATED DATA-SHARING FOR URBAN COMMUNITIES

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 arrive at their destinations safer and more efficiently.

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 across city websites, mobile apps, and OPTIPARK Signs strategically placed throughout the city.

KEY BENEFITS

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

THE POWER OF DATA

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.

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

Access to real-time data allows drivers to make more informed decisions based on parking structure occupancy, rates, and distance and, ultimately, enhances the driving experience while building customer loyalty.

Analytics from SWARCO's NTCIP-compliant wayfinding solution offers traffic engineers insight into parking demand and trends where adjustments to signal timing benefits overall operations.

OPTIPARK.
A SWARCO SOLUTION

OPTIPARK® WAYFINDING SYSTEM OVERVIEW

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 parking structure 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 SWARCO and our sister SWARCO companies, reducing the hassle and risk of dealing with multiple vendors.

OPTIONS

OPTIPARK PGS

Fully integrable with SWARCO's optic-based parking guidance system; cutting-edge technology that you can afford.

UNIQUE SIGN HOUSING

In support of your community beautification goals, we work with your sign fabricator to display OPTIPARK signs in unique and custom framework.

SCAN THE QR CODE TO LEARN MORE

swarco-optipark.com/wayfinding

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