



Prepared by



## About Urban Mapping

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Develop and maintain high-value, difficult to collect data products: “location/attribute rich POI data”

Enhanced  
Parking

Detailed parking and rate information

Neighborhood  
Boundaries

Spatially-defined boundaries of informal space reflect how people think

Mass Transit  
Data and Routing

Normalized data, schedules, multimodal routing platform and real time alerts

Geographic Keyword  
Optimization for SEO/M

Long tail of geo-modified keywords, business service area determination

## Parking Product Overview

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Detailed spatial, attribute and rate information to provide drivers what they need, when they need it.

- 30 US metro areas by Q2 2009
- Over 5,000 field-researched off street parking facilities
- Highly-detailed data element collection (not exhaustive):

Lot Photos

Lot Name

Lot Address

Lot Description

Lot Telephone

Lot Operator Name

Lot Entrances/exits

(lng/lat)

Lot Footprint

Lot URL

Lot Super/sub/surface

Lot Valet

Lot Security

Lot Attendant Present

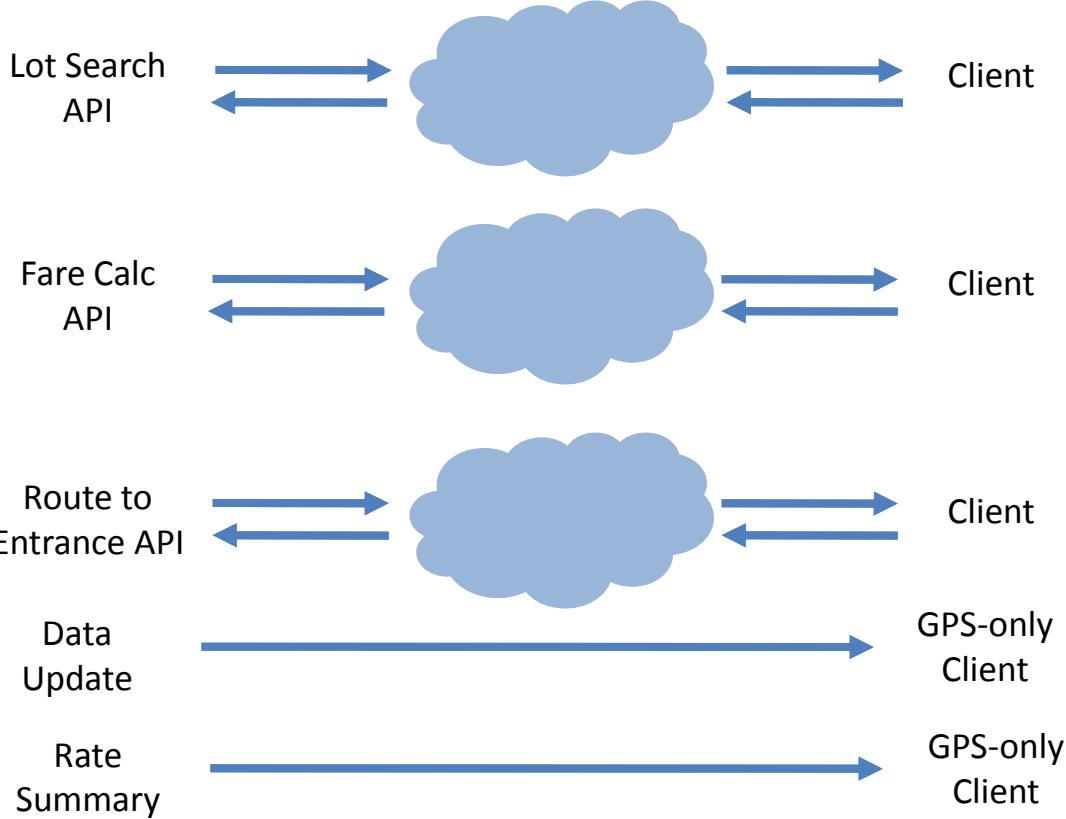
Lot Validation (notes)

Long-term Parking

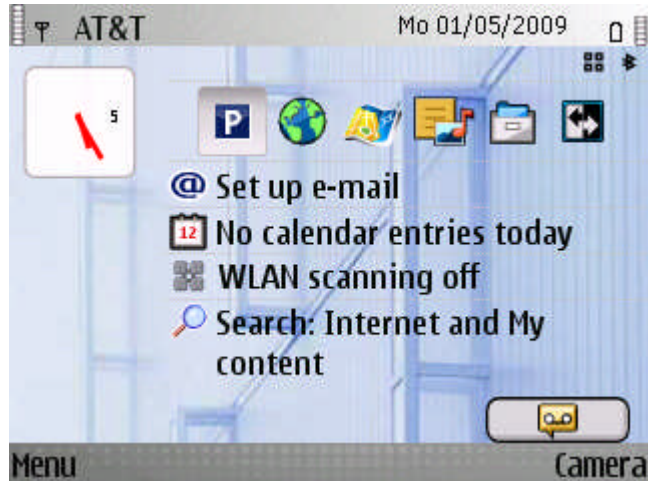
Lot Payment Method(s)

Fare table

# URBANWARE Parking – Data Delivery



# URBANWARE Parking Screenshots (1)



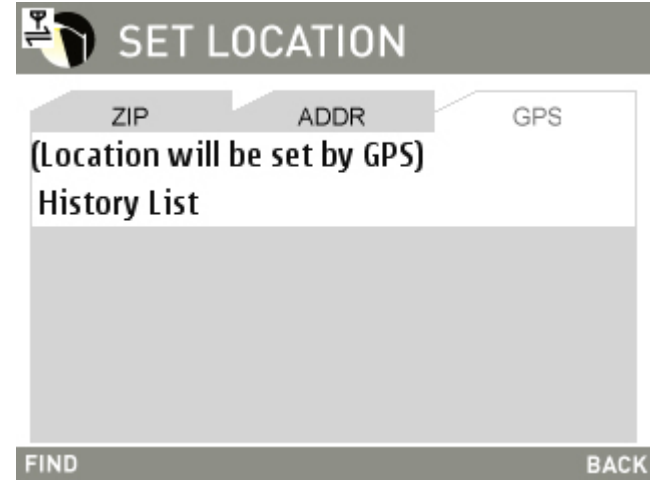
E71 is powered on; activate application by selecting the "P" icon



Splash screen while J2ME application loads.

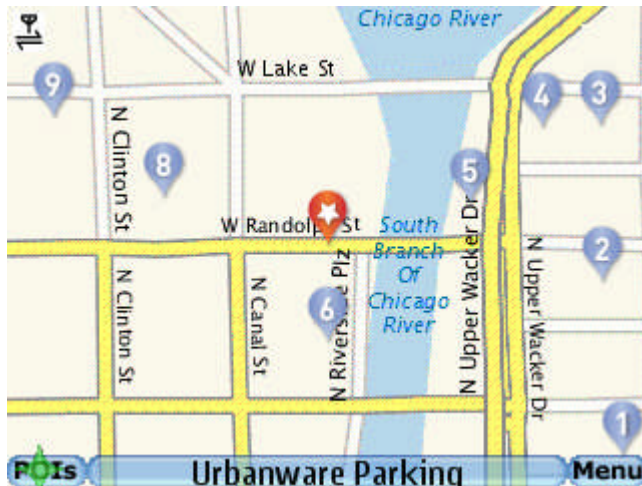


User may select "POI List" for a list of facilities, sorted by distance, or view them on a map ("Map").

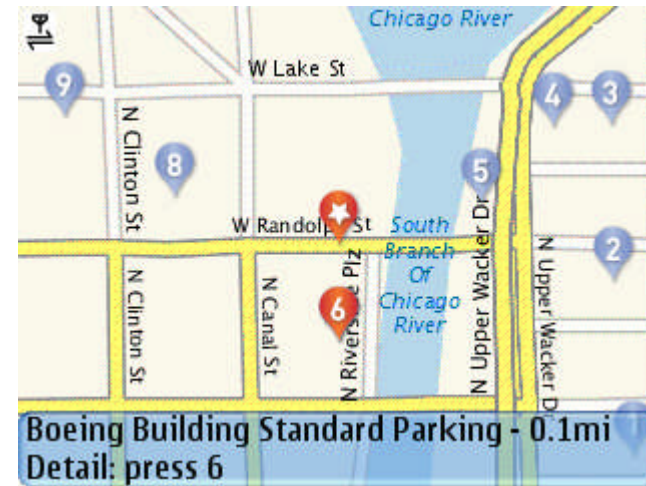


Default location has been entered as 425 W Randolph, Chicago, but a GPS lock may also be used, given coverage

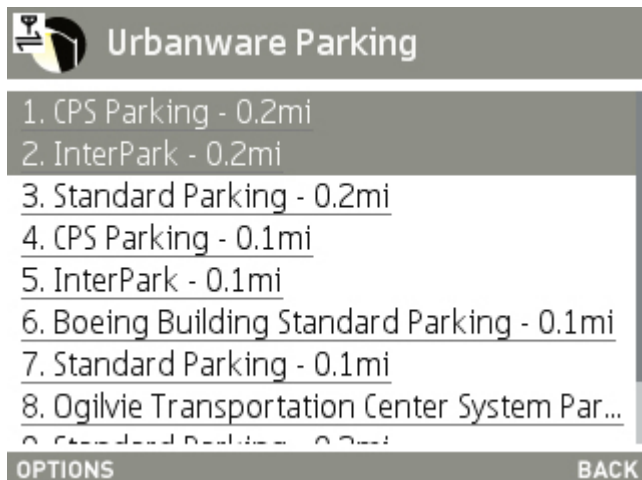
## URBANWARE Parking Screenshots (2)



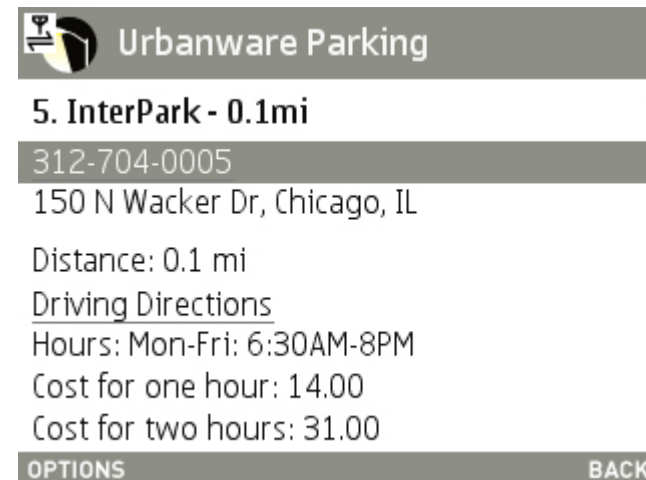
User selects “Map” and views all lots within proximity.



When a lot of selected from “Map” view, user is provided with name and proximity .

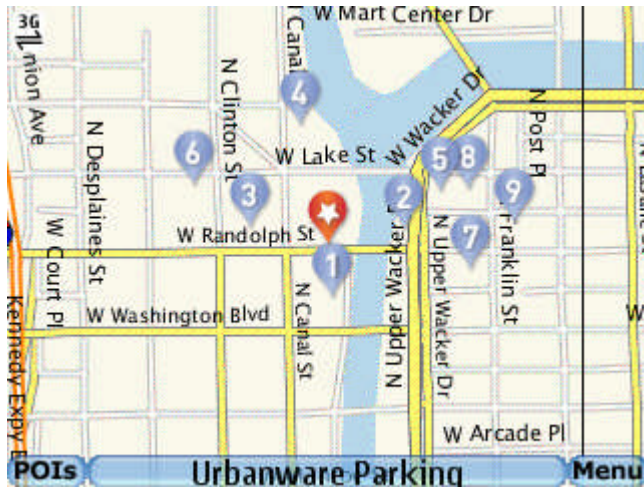


User may also choose “POI List” and view lot names, sorted by proximity.

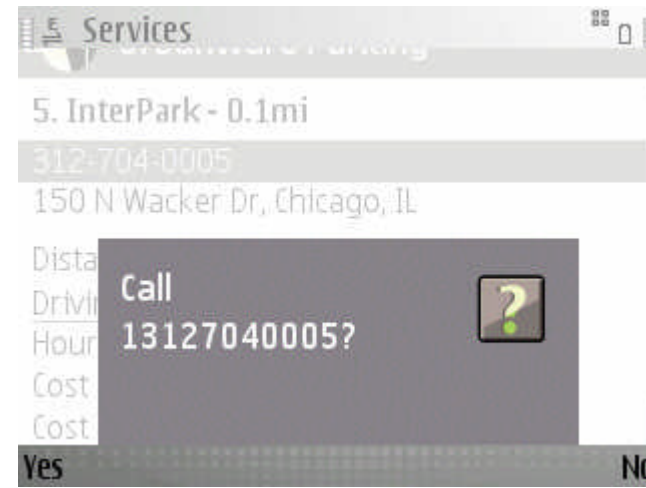


Lot detail is provided when choosing a specific lot from “Map” view or “POI List.” Rate information is also provided.

# URBANWARE Parking Screenshots (3)



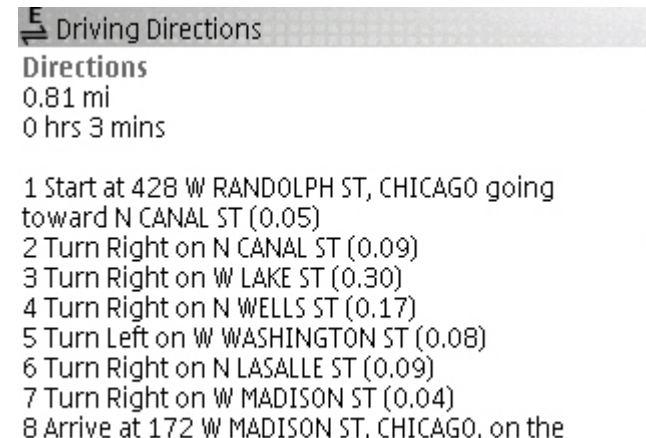
Zooming out to show additional lots.



From lot detail page, user may click to call.



Lot images may also be viewed from detail page.



Driving directions are provided via a 3<sup>rd</sup> party API, also available from lot detail page.