

DCA Press Release – PinForce LPR implemented at Byron Shire in NSW

Database Consultants Australia (DCA) is pleased to announce the successful deployment of our PinForce LPR technology.

MELBOURNE, Australia 9th September, 2010 — DCA, market leaders in innovative parking technology, have installed their fully integrated License Plate Recognition system **PinForce LPR** at Byron Shire Council. Byron Shire has been operational with this solution over the last 8 months.

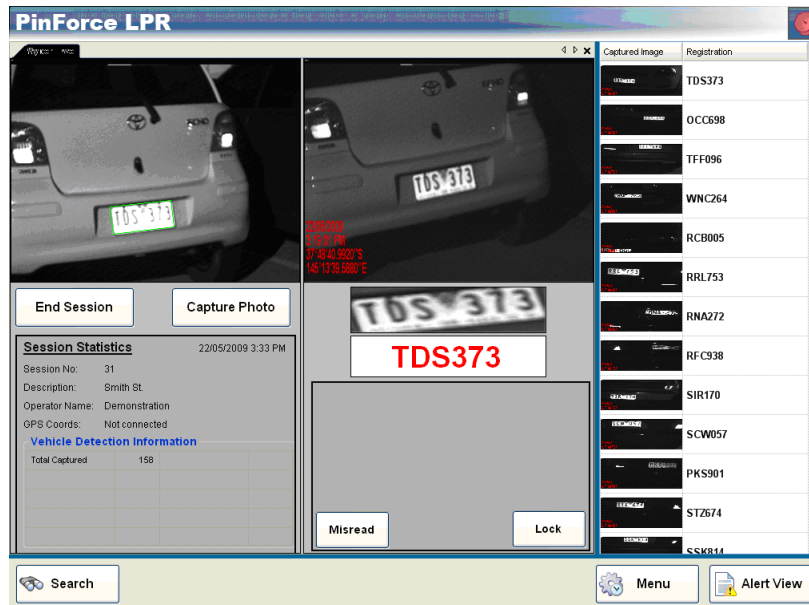
PinForce LPR provides the ability to automatically read number plates of parked vehicles. These can then be checked (in real time) against the system database to identify parking permits, vehicles of interest, etc. On a second pass, **PinForce LPR** automatically alerts the operator to vehicles which have overstayed. Best yet it is fully integrated with **PinForce Mobile** to save data-entry effort and minimise any errors.



PinForce LPR seamlessly integrates with **PinForce Mobile** and provides the following capabilities:

- Highest license plate reading accuracy for Australian & New Zealand number plates
- Officers automatically alerted about overstaying vehicles
- Complete integration with **PinForce Mobile** for efficient ticket issuance through accurate pre-population of infringement fields
- Delivery of tangible productivity gains, no more chalking
- OH&S concerns addressed
- Mobile system that can fit on any vehicle
- Multi level car park and night use also possible

According to a Council Representative from Byron Shire Council “Since **PinForce LPR** has been operational we are better able to more efficiently patrol areas that were previously impossible to monitor due to resourcing constraints. No longer do our officers have to waste valuable time on chalking vehicles, where we can now cover a much greater geographical area without leaving the safety of a vehicle”. The Council further states that “integration with our **PinForce Mobile** handhelds allows infringement notices to be pre-populated with accurate data where officers only need to park the car, walk back and complete the Vehicle Make, Model and Colour to issue a penalty. Every penalty has automatically up to 5 images attached via the LPR system, including colour overviews, with all images time and date stamped with GPS co-ordinates offering compelling evidence”.



PinForce LPR perfectly compliments **PinForce Sentinel** (DCA's vehicle sensor product) with both products providing the ability to better manage the ever increasing demands on finite parking resources. “With the compelling benefits the **PinForce** suite of products offers the parking industry, inefficient chalking practices will become a historical last century relic” said Sandy Del Papa, Civic Compliance Director at **DCA**.

This recent announcement, along with **DCA's** other new products, **PinForce Sentinel** and **PinForce City Wide**, reinforce **DCA's** position as the industry leader in supplying innovative, cost efficient technology to the parking industry. It also demonstrates client satisfaction with **DCA's** strong customer support programme and **DCA's** continual delivery of new innovation into the industry.

For further enquiries, please contact **DCA** on the following number **Tel : +61 3 9320 9000**.

For more information visit www.pinforce.com.au

About Database Consultants Australia - www.data.com.au

Database Consultants Australia (DCA) is an innovative Australian software development and data management company employing 150 staff with offices in Melbourne, Sydney, Bangkok and Boston. DCA is Australasia's market leader in parking enforcement technology with over 90 Cities as valued clients, including ten of **Australasia's largest** Civic Compliance Organizations.