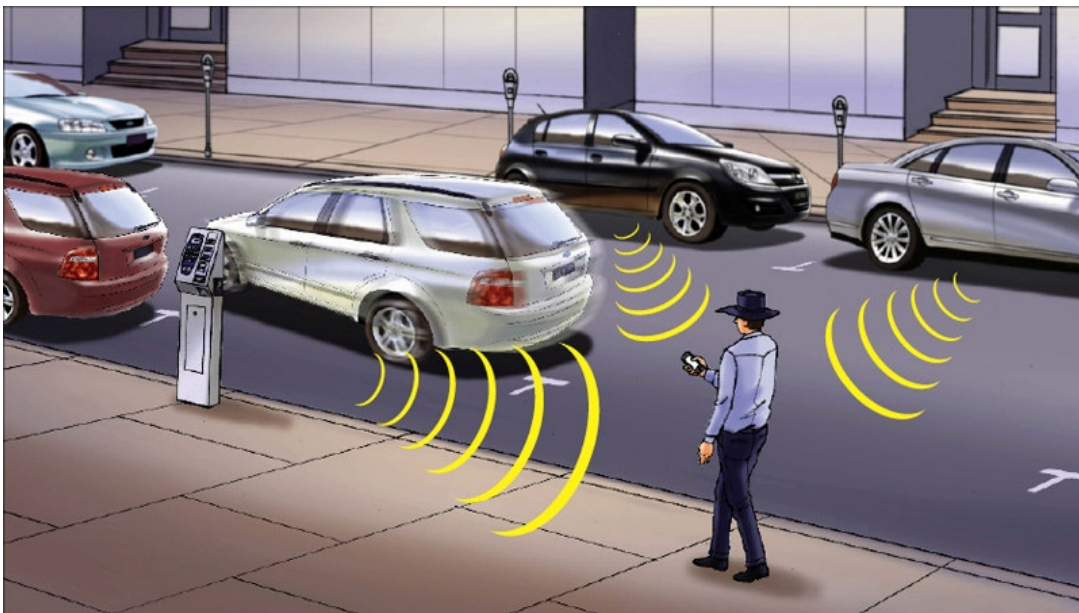


DCA Press Release –PinForce Sentinel live at Manningham City Council

Database Consultants Australia (DCA) is pleased to announce another successful deployment of PinForce Sentinel technology.

MELBOURNE, Australia 13th October, 2010 — **DCA**, market leaders in innovative parking technology, have installed their state-of-the art vehicle detection system **PinForce Sentinel** at Manningham City Council in Victoria.

According to Errol Wilkins from Manningham City Council "Since the installation of **PinForce Sentinel**, the City was able to gather accurate data around the occupancy and turnover of the monitored bays. From the data, the City was able to understand that the time period previously allocated was not suitable for the area. As a result we increased the bays from P15 to P30, with broad acceptance from Retailers and the public alike." Mr Wilkins also stated "that since being live, we have seen a substantial decrease in the overstaying rate and integration with our **PinForce** handhelds allows notices to be pre-populated with accurate data".

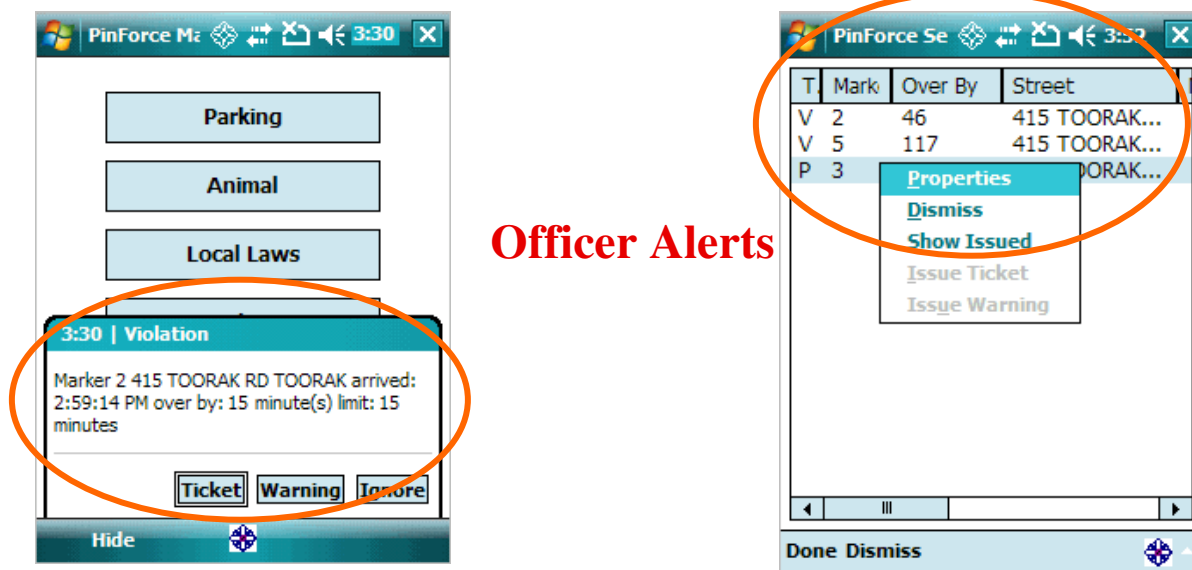


PinForce Sentinel seamlessly integrates with **PinForce Mobile** and provides the following capabilities:

- officers automatically alerted about overstaying vehicles
- complete integration with **PinForce Mobile** for efficient ticket issuance through accurate pre-population of infringement fields
- comprehensive reporting on parking utilisation, turnover, occupancy and compliance rates
- delivery of tangible productivity gains
- OH&S concerns addressed.

In addition to Manningham City Council going live with the system, **DCA** has numerous other sites using our sensors in Australasia and USA.

“With the compelling benefits **PinForce Sentinel** 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 City Wide** and **PinForce LPR**, reinforce **DCA's** position as the industry leader in supplying innovative 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.

Manningham City Council has entertained numerous site visits already from other Cities interested in the technology. For further enquiries, or a site visit, please contact **DCA** on the following number **Tel : 03 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 at valued clients, including eight of **Australasia's largest** Civic Compliance Organizations.