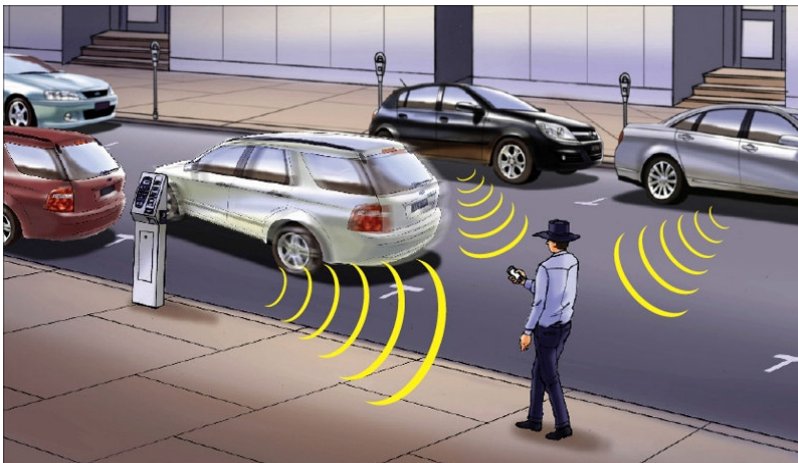


## **DCA Press Release – City of Melbourne Announces PinForce Sentinel**

**Database Consultants Australia (DCA) is awarded the prestigious City of Melbourne contract to deliver PinForce, DCA's integrated suite of parking technology solutions including the world's most advanced underground Vehicle Detection System.**

**MELBOURNE, July 11, 2011** — DCA, market leaders in innovative parking technology, is the successful City of Melbourne tenderer and will provide the city with its industry leading products including 4,600 underground sensors (PinForce Sentinel), advanced infringement issuing handheld and software (PinForce Mobile) which now includes handheld Licence Plate Recognition (LPR), high-speed vehicle mounted LPR systems (PinForce LPR) and a cashless pay by phone trial. "The City undertook a thorough and exhaustive public tender and trial process and DCA were pleased to be appointed as the solution of choice," said Sandy Del Papa, Civic Compliance Director at DCA, "Soon, vehicle chalking practices will become a historical last century relic."



**"PinForce Sentinel  
has become the  
solution of choice for  
leading  
municipalities."**

City of Melbourne's decision re-affirms DCA's position as the industry leading parking technology provider with now over 100 cities as valued clients including ALL of Australasia's largest Civil Compliance Organisations: City of Melbourne, City of Sydney, Brisbane City, Adelaide City, Auckland Transport, City of Perth, ACT Ranger Services in Canberra and North Sydney Council.

PinForce Mobile's patented integration with in-ground sensors, Sentinel, has become the market leader for local government, with two significant Australian capital cities, City of Melbourne and City of Perth, and many other cities around Australia utilising the product to better manage scarce parking resources. DCA understands that Councils are seeking a comprehensive parking management tool to assist in formulating Parking Policies such that parking occupancy rates, utilisation, compliance and turnover can be analysed. For the first time municipalities can measure parking compliance and non-compliance to ensure the balance between equitable parking and enforcement is maintained.

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

- Officers automatically alerted to 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
- Delivers tangible productivity gains
- Addresses OH&S concerns



This recent announcement, along with DCA’s other new product, PinForce City Wide, reinforces DCA’s position as the industry leader and acknowledges DCA’s continual research and development programme for innovation into the parking industry.

The new suite of DCA’s products can be easily added to existing PinForce Mobile systems or can be adopted as a 'standalone' facility.

**About PinForce** - [www.pinforce.com.au](http://www.pinforce.com.au)

**For further enquiries please contact DCA on (03) 9320-9000 or email [PinForceSales@data.com.au](mailto:PinForceSales@data.com.au)**

DCA is an innovative Australian owned and operated technology company employing 150 staff with offices in Melbourne (Head Office), Sydney, Thailand and Boston, USA. DCA’s core business is designing, developing, implementing and supporting innovative mobile solutions. DCA is Australasia’s market leader in infringement issuing technology with 100 plus installations across Australia, New Zealand and more recently installations in the USA. DCA currently provides infringement issuing systems to all of Australasia’s ten largest Civil Compliance Organizations.