

*“Park Assist has been a valuable partner from the planning stage through deployment and post-installation support. Their ability to provide proven innovative solutions will be extremely valuable as we address other parking challenges across our portfolio.”*

**Laura Longworth**

Vice President, National Parking Operations  
BROOKFIELD PROPERTIES

An open-air shopping mall located in the Financial District, FIGat7th is the premier shopping and dining destination in downtown Los Angeles. Nestled between two office skyscrapers, 777 Tower and Ernst & Young Plaza, the mall is a bustling daily hub for the business community.

*“With a 2,000-space parking garage that supports two Class-A office towers, we already had a significant stream of rack-rate parking customers. Our challenge was how to offer low-rate parking for our shopping component, in order to secure a prominent retail tenant.”*



A Park Assist camera based smart-sensor system, equipped with our **Park SelectRate™** API, enables Brookfield Properties to easily designate low-rate spaces for short-duration parking. Just one of the core intelligence advantages of our ever-evolving parking guidance technology.

*“The technology and deployment has made it possible to seamlessly integrate both office and retail parking – while collecting the appropriate fees for both parker types.”*

With the rapid growth of the downtown LA population, Brookfield Properties is also repositioning FIGat7th to better accommodate the needs and preferences of the expanding residential community.

## Brookfield Properties

*“Our Park Assist guidance system is specified to provide a 98.5% accuracy rate for occupancy detection. A performance level it has consistently exceeded. We’re so pleased, we’re equipping three more of our shopping centres with Park Assist technology.”*

## Andrew Rowley

National Car Park Manager

COLONIAL FIRST STATE ASSET MANAGEMENT LTD.

A retail icon known as Australia’s Fashion Capital, Chadstone Shopping Centre is the flagship property of Colonial First State Global Asset Management. A two-level super regional shopping center in greater Melbourne, “Chaddy” is the largest shopping centre in Australia with 518 tenants.

*“The management of a facility with nearly 9,400 spaces is a complex undertaking. Park Assist provided us with a next-generation guidance system – seamlessly integrated into our existing PARCS technology.”*



Colonial First State Global Asset Management is one of Australia’s largest asset management and property development groups with more than \$19.8 billion in assets under management. The company manages 42 high quality shopping centres, totaling \$13.7 billion in retail assets.

*“For our parking facility to be profitable, it’s crucial to streamline operational costs – while maximizing revenue with a superior parker experience. With our customized guidance solution, Park Assist gives us the wherewithal to do this in ways we never thought possible. While providing us with exceptional expertise and support at every turn.”*

