

**Subject:** U.S. Parking industry: Are You Ready for October 2015? .....and other articles

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November 20, 2014

U.S. Parking industry: Are You Ready for October 2015? .....and other articles

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## Featured this month

### What Makes A Successful Parking Operation?

*PTT Interview with Blake Laufer*

PTT: You call yourself "a nerd who fell into parking." Why is that?

Blake Laufer: Since I was a little kid, I've always liked computers and technology. Video games, "Star Wars," you name it. I got my first computer in 1982, when I was in high school, and taught myself programming. I got my first email address in 1986, way before most people knew what the Internet was. That's the "nerd" part of things. I had a small

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technology business when I was an undergrad at McMaster University in Canada. When I graduated, I decided to go fulltime with my business. One of my first major contracts was building parking software, so that started the ball rolling for me in parking. I did that for nearly seven years before selling my company to join forces with T2 Systems. [Click here to read more.](#)

## **U.S. Parking industry: Are You Ready for October 2015?**

*Chip and Pin is Coming and You Can't Stop It.*

By Jeremy Gumbley

Does the date Oct. 1, 2015, ring a bell? To many parking operators, a year ago this approaching date would have had little significance in their minds. Today, however, that is not the case, as parking operators are quickly realizing the urgency behind this date.

This is largely due to the increase in education across the payments, tech and financial industries on "EMV," or "chip and PIN" smartcard technology, an updated and more secure standard of consumer card payment, originally set up by Europay, MasterCard and Visa, and launched in the 2000s around the globe – except in the U.S.. [Click here to read more.](#)

## **ALPR: It really does increase both revenue and efficiency**

*Can Technology Make Parking Meters Popular?*

By Meta Rotenberg

Much has been written about the contribution of automatic license plate recognition (ALPR) to parking management revenue and efficiencies, and it's all true. But let's break it down into its components, so that we can see where the value actually stems from, and why, as well as the "Do's and Don'ts" of this technology.

First, what does ALPR really do in parking facilities? It can replace tickets and enable a "ticketless" and even "gateless" pay-by-plate solution for a parking facility. The technology also can provide unstaffed 24/7 coverage of a facility. And if CCTV cameras are integrated with the ALPR system, the system as a whole can also enhance safety and security. [Click here to read more.](#)

## **UPCOMING EVENTS:**

### **Complete Calendar**

**December 8-10, 2014**

Gulf Traffic 2014

Dubai

**February 2-6, 2015**

World of Concrete 2015

Las Vegas, NV

**March 29-April 1, 2015**

Parking Industry Exhibition

- PIE 2015

Chicago, IL

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