



# La Jolla Wayfinding Project

## Future-Ready Together

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### HEADQUARTERS

FlashParking  
3801 S. Capital of Texas Highway, Suite 250  
Austin, TX 78704

### SALES

[sales@flashparking.com](mailto:sales@flashparking.com)  
800.213.3706

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January 15, 2021

Jodi Rudick  
Executive Director (La Jolla Village Merchants Association)  
7734 Herschel Avenue, Suite C  
La Jolla, CA 92037  
jodi@lajollabythesea.com

Subject: FlashParking response to the RFP for the La Jolla Village Wayfinding Project

Dear Jodi,

FlashParking is pleased to respond to your RFP for the La Jolla Village Wayfinding Project. We are highly confident in our offering as we are the industry's leader in providing cloud based and technologically advanced parking solutions.

FlashParking is proposing the use of our FlashVision platform (and cameras) to provide space availability counts for the selected garages. FlashVision is an artificial intelligence and machine learning platform specifically designed for supplementing Car Counting and License Plate Recognition functionalities. Using machine learning, our solution will provide unprecedented count accuracy, technical flexibility, and reliability. By capitalizing on our platform today, your operations will continue to stay ahead of the curve, and these cameras will open doors to future parking improvements for the La Jolla Village.

Each garage will be equipped with One (1) camera for car counting, and One (1) sign for data display. We will then install one (1) monument sign at an agreed upon location that will show live space availability counts for each garage within this project.

FlashVision will provide the La Jolla Village with:

- Simplified yet advanced car counting capabilities
- Hardware as a Service (HaaS) payment plans meaning minimal capital investments, lower costs, and a lifetime warranty on FlashVision
- Easy, no loop installation
- Daily reporting in a cloud portal
- 24/7 Remote Technical Support

We look forward to furthering our conversations with you. Please reach out with any immediate questions!

**Marc Miller**  
FlashParking  
**Regional Sales Manager**  
Cell (312) 292-0323  
[Marc.Miller@flashparking.com](mailto:Marc.Miller@flashparking.com)



# SECTION I

## FLASHPARKING

### INTRODUCTION/OVERVIEW

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## PROPOSAL CONTACT INFO

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### Headquarters

3801 South Capital of Texas Highway, Suite 250 Austin, TX 78704



### Main Line

512.402.8960



### Sales

[sales@flashparking.com](mailto:sales@flashparking.com)

800.213.3706



### Support

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### Authorized Representative to bind the Offer

**Sam Goodner**

**Chief Strategy Officer**

[sam.goodner@flashparking.com](mailto:sam.goodner@flashparking.com)

### Authorized Representative to negotiate on behalf of the Offer

**Marc Miller**

**Regional Sales Manager (San Diego, Nevada)**

[Marc.miller@flashparking.com](mailto:Marc.miller@flashparking.com)

# BACKGROUND, EXPERIENCE, AND PERSONNEL

## Background



Since being launched in 2011, FlashParking has strategically architected a series of solutions that deliver everything from perfect parking at the site and enterprise-levels to connected mobility hubs that meet the needs of modern smart cities.

Our straightforward business strategy starts with listening to our clients, understanding their pain points with legacy infrastructure, and ultimately designing solutions with future-ready technologies that position your operation for success in the mobility ecosystem of today and tomorrow.

We have since installed over 3,000 kiosks and work with most industry leading partners such as the Banner Health, Texas Health Presbyterian Hospital and the Texas Medical Center. In fact, we provide PARCS and/or valet services to over 50 hospitals. We add 25-30 valet and 25-35 PARCS locations per month.

FlashParking's primary solutions supporting our site, enterprise, and smart city solutions are:

### FlashValet: Valet and Event Parking Solution

Our inaugural offering, FlashValet is currently servicing thousands of locations across the vertical landscape. Parking operators and asset owners saw such immediate value in our cloud-born platform—which allows for real-time revenue and pricing decisions while delivering a true mobile customer experience—that they demanded we build out innovative solutions for garages and parking lots as well.



### FlashPARCS: Parking Access and Revenue Control Solution

FlashPARCS is now running over a 3,000 kiosks and is the solution of choice for industry leaders such as the Texas Medical Center (200 lanes installed in 44 days), City of Las Vegas (running Bluetooth for transients and monthlies), T.F. Green Airport (Providence, RI), Bayside Marketplace, American Airlines Arena, and the Port of Miami to name a few.



Today FlashParking is delivering at enterprise scale counts of 5M+ parkers per month (100K+ w/ our FlashBeacon Bluetooth technology) and is processing over \$1B across 3000+ locations.

Our rapid growth stems from our future-ready philosophy that's rooted in three competitive differentiators:



### Future-ready Infrastructure

With equipment manufactured and assembled in our production facility in the U.S. and a direct sales and installation model, we control the end-to-end process; thus, creating efficiencies in sales, onboarding, installation, and deployment training.



### Unrivaled Cloud Intelligence

Our industry-leading cloud-born software platform and architecture deliver real-time business intelligence with a 360-degree view of operations that provides unrivaled business intelligence for organizations of all sizes and industry spectrums.



### World-Class Customer Experience

In an increasingly mobile world, the FlashParking platform delivers comprehensive, innovative, user-friendly technologies like text for retrieval, ticketless parking, mobile payments, frictionless Bluetooth access, loyalty management, and eParking functionality that deliver a world-class customer

The result is FlashParking delivers a smart ecosystem of solutions, products, and seamless integrations that work together to streamline operations for operators, drive revenue for asset owners, as well as improve mobility and enhance the guest experience.

### Experience

The following project team has collectively managed, installed and commissioned over 10,000 installations in industries like parking, petroleum, and energy. Each bring a unique and influential perspective to establish a development, installation, implementation and client services plan designed to consider every phase of the project.

Our Implementation Team installs 25-35 new PARCS locations and adds 25-30 new valet locations every month. Utilizing a highly experienced team, being dedicated to customer service, and offering superior products and

software enables us to continue scale without jeopardizing our customer's satisfaction.

### Executive Team



**Dan Sharplin**  
Chairman & CEO

A lead investor and FlashParking's Chairman & CEO. Dan is a serial entrepreneur, who founded and led SiteControls, a clean tech startup from concept to industry leadership in the smart grid and energy efficiency space. Managed through to a successful exit via a sale of the Company to Siemens.



**Juan Rodriguez**  
Vice Chairman & Chief Product Officer /Co-Founder

Juan Rodriguez directs the planning, management of product development, and overall strategy of the company.



**Sam Goodner**

Chief Strategy Officer & Founder/Former CEO of Catapult Systems

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A lead investor and FlashParking's Chief Strategy Officer, Sam Goodner is a serial entrepreneur, angel investor, and business coach. Sam is also the founder and former CEO of Catapult Systems, a Microsoft-focused information technology consulting firm, which he sold to a public company in 2014.

## Sales/Solutions Engineering

**Marc Miller**

Regional Sales Manager

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Marc brings an extensive background in business development and sales cycle management within the technology and transportation industries. Marc has been exposed to many markets across the United States leading company initiatives to drive more revenue while creating valuable relationships. FlashParking is excited to have Marc's assistance in continuing to buildout the Southwestern Market.

**Jeffrey Johnson**

Vice President of Enterprise Projects

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Jeff joins FlashParking from Towne Park, where he served on their executive team and rose to the role of Senior Vice President, Operations, Western Group. He was responsible for leading all field operations for the Western United States. He also focused on providing a path for employee enrichment and development and led the client development roadmap. Before joining Towne Park, Jeff was a Director of Rooms Division for Four Seasons Hotels and Resorts. During his 15 years in the hospitality industry, he worked in several executive level leadership roles where he oversaw departments including Guest Services, Housekeeping, and Front Office.

**Wade Bettisworth**

Vice President of Government & Municipalities

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Over the past 23 years, Wade has been entrusted to provide parking and transportation solutions to municipalities, colleges and universities as well as private parking operators. During this time, he has assisted numerous public and private entities in improving the efficiencies of their parking operations. Wade's experience includes consultative customer interface while at T2 Systems, Redflex Traffic Systems and Genetec/AutoVu. During his nine-year tenure with Schlumberger/Parkeon (now known as Flowbird), Wade was instrumental in introducing parking pay stations for on-street use in numerous cities, including Seattle, Portland, Galveston and Park City. Wade joined FlashParking following a successful career at Amano McGann. His successes at Amano McGann include leading the effort to deliver a multi-million-dollar, state of the art parking control system to a consortium led by the city of Sacramento.



**Liz Young**  
Vice President of Strategic Solutions

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Liz began her career in PARCS in 1996 and has scaled the ranks from training customers to ultimately managing over 3,000 lanes of equipment. Her extensive involvement working closely with Operators, Manufacturers, Vendors and Customers provides an exclusive insight on the installation process. Her astute understanding of how a downed facility affects the operation and experience for the end user makes her a customer proponent that will push internally to assure a successful project.

## Implementation & Installation



**Casey Ackman**  
Director of Implementation

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For the last 15 years Casey has honed his skills on implementing new projects. Having implemented over 8,000 sites including: Michaels (1,100 sites), LA Fitness (500 sites), Big Lots (1,200 sites), 24 Hour Fitness (300 sites) and Tuesday Morning (500 sites), Casey is able to identify risk factors before they are present to prevent disruption to the project timeline. His professionalism and approach to the implementation of a project ensures a well-developed and accurate implementation plan.



**Christine Powers**  
Onboarding Manager

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Christine has managed software onboarding and strategic operation projects for over 15 years. With this experience, the onboarding team is poised to provide a first-class onboarding experience. Christine will be the first point of contact for software configuration and oversee all onboarding projects alongside the onboarding team to ensure FlashParking solutions are set up and ready to go prior to installation.



**Zach Barlowe**  
Install Manager

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Zach manages and trains our team of Field Commissioners who are ultimately responsible for the hardware installation and start-up of the FlashParking equipment. Zach is also responsible for selecting and managing our sub-contractor base across the country, where needed to provide the installation labor to meet his timelines and milestones. Zach has several years working in the field, implementing low and high voltage controls solutions within various environments and industries. Zach is the first line of support for our Commissioners and installers in the field when they require support.

## Client Services



### **Dannika FiFi**

Vice President of Client Services

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Dannika is responsible for managing the customer experience post installation and serves as a trusted advisor with focus on maximizing product benefits and value. Dannika previously served as Senior Support Manager at Q2ebanking, where she was responsible for creating and leading Premier Support for mega tier financial institutions. Prior to her FinTech experience, she served as the Premier Services Manager for the energy management branch of Siemens BT. Dannika holds a master's degree in Technical Communication from Texas State University and a bachelor's degree in Business Management from Sam Houston State University.



### **Allison Noblitt**

Training Manager

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Allison began with FlashParking in 2012, after having been a managing editor for a local Tech magazine. Her proficiency for attention to detail and granular understanding of how things come together made her a natural for training on the Flash systems. Since, Allison has earned the esteem of her customers who recognize the extent of her knowledge. She will be a recurring presence onsite for ongoing training. Knowing how to best utilize the system is key to success, therefore training will be emphasized and repeated as necessary for everyone's success.



### **John Durham**

Support Manager

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John has managed support teams of up to 30 agents and has a keen understanding for the impact of quick resolution and clear communication. With his extensive experience and support, our installation team knows that they are in good hands and will receive speedy responses to ensure a timely installation. John will participate in Project calls to safeguard the installation process and keep the Support Team in the know of every phase, to be able to assist when needed



# SECTION II

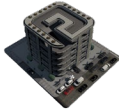



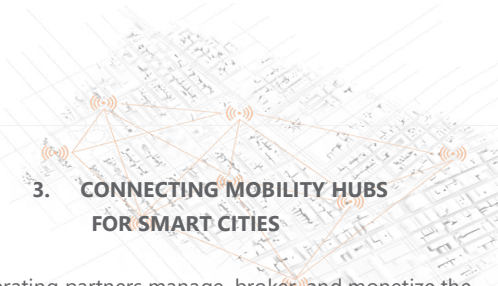

## METHODOLOGY, PROJECT UNDERSTANDING AND PROPOSED APPROACH

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# OVERVIEW OF STRATEGIC SOLUTIONS FOR **SITE LEVEL**, **ENTERPRISE**, AND **SMART CITIES**

FlashParking's cloud-based platform has made it possible to strategically architect solutions to deliver everything from perfect parking at the site-level all the way up to connected mobility hubs for Smart Cities.

STRATEGIC SOLUTIONS	CORE DIFFERENTIATORS	RESULTS & IMPACT
<p><b>1. PERFECTING THE PARKING EXPERIENCE AT THE SITE LEVEL</b></p>  <p>Flashparking's industry-leading, future-ready infrastructure has perfected the parking experience at the site level (garages, surface lots, valet stands).</p>	<p>These 3 Differentiators Drive All Our Solutions...</p> <p><b>Future-ready Infrastructure</b></p> 	<p><b>4.2 BILLION</b> Transactions Processed</p> <p><b>100+ MILLION</b> Vehicles Parked</p> <p><b>5.1 MILLION</b> Parkers per Month on Average</p> <p><b>\$1+ BILLION</b> Processed Annually</p> <p><b>3,000+</b> Customer Locations</p>
<p><b>2. DELIVERING EXCELLENCE ACROSS YOUR ENTERPRISE PORTFOLIO</b></p>  <p>While competitors retrofit outdated solutions, FlashParking's "cloud-first" approach is delivering cost-efficiencies, easy upkeep, redundancies, and scalability for enterprise operations, from portfolio-wide down to the site-level.</p> <p>Our cloud-based systems deliver unprecedented business intelligence that maximizes asset value and enables urban mobility.</p>	<p><b>Unrivaled Cloud Intelligence &amp; Security</b></p> 	<p>"We chose Flashparking and LAZ Parking to not only help us modernize our facilities and deliver a best-in-class parking experience for our patients, visitors, and employees but also to help TMC better respond to the evolving mobility ecosystem."</p> <p>--Shawn W. Cloonan, COO, TMC</p> <p><b>44 days</b> 200-lane PARCS installation at Texas Medical Center—the world's largest medical complex—in just 44 days!</p> <p><b>30,000</b> Parking Spaces</p> <p><b>39</b> Garages &amp; Surface Lots</p> <p><b>10 million</b> People Served Annually</p> <p><b>61%</b> Drop in Support Calls</p>
<p><b>3. CONNECTING MOBILITY HUBS FOR SMART CITIES</b></p>  <p>As our operating partners manage, broker, and monetize the evolution of traditional parking assets (garages and lots), our technology layer is the only solution that can enable new transactions via a secure, real-time engine, with frictionless movement of all vehicle types.</p> <p>At scale, with the right demand-side data via consumer app integrations, FlashParking's connected MobilityHub represents a practical solution to urban congestion, facilitating an efficient mobility ecosystem.</p>	<p><b>World-Class Customer Experience</b></p> 	<p>"As a business who has the ability to influence urban mobility significantly, it was imperative for us to work with a technology partner that could help us innovate to solve the growing congestion issues facing urban populations. Partnering with FlashParking will allow cities, like our hometown of Philadelphia, to benefit from the real-time data and business intelligence that can help win the war on congestion."</p> <p>--Robert Zuritsky, CEO of Parkway Corporation</p>

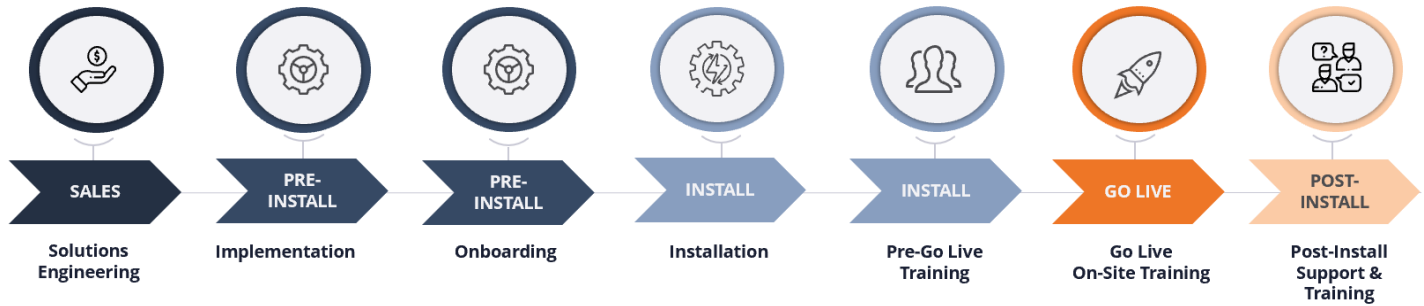
## PERFECTING PARKING AT THE **SITE** LEVEL

FlashParking's industry-leading parking technology platform has perfected the parking experience at the site level for garages, surface lots, and/or valet stands. Our three competitive differentiators—future-ready infrastructure, unrivaled intelligence and security, and world-class customer experiences—deliver unique features and benefits that position FlashParking as the best platform for your needs today and into the future.

FEATURES	BENEFITS	VALUES (CORE DIFFERENTIATORS)
<b>Plug-and-play, USB-Based System (PARCS)</b>	<ul style="list-style-type: none"> <li>Upgrade components individually as new technology emerges → gain new capabilities without replacing the entire machine</li> <li>Easy to perform DIY maintenance and replace components as needed → minimal downtime and no maintenance technician required</li> </ul>	 <p><b>FUTURE-READY INFRASTRUCTURE</b></p> <p>A forward-looking philosophy that reduces the long-term costs of updating with new technologies, upgrading as needs change, and driving innovation and industry leadership</p>
<b>Built for the cloud platform</b>	<ul style="list-style-type: none"> <li>Ability to scale operations up or down as needs change</li> <li>No on-site software programming required – kiosks are ready to use upon arrival</li> <li>Can mirror programming on any new kiosk</li> <li>Can adjust software configuration across system of kiosks</li> <li>Remote software updates performed automatically for zero downtime</li> </ul>	
<b>Direct business model</b>	<ul style="list-style-type: none"> <li>Unmatched installation times</li> <li>Direct sales</li> <li>Customization capabilities</li> <li>Collapsed supply chain allows for customer feedback to influence product development</li> </ul>	
<b>Data analytics</b>	<ul style="list-style-type: none"> <li>Price dynamically based on supply and demand</li> <li>Data-based decision making and strategy</li> <li>Drive revenues</li> <li>Maximizes asset value</li> </ul>	
<b>Cloud-based software</b>	<ul style="list-style-type: none"> <li>Anytime, anywhere access</li> <li>Unified platform across portfolio</li> <li>System-wide visibility</li> </ul>	
<b>PCI DSS Level 1 Service Provider</b>	<ul style="list-style-type: none"> <li>Ability to process over 300,000 credit card transactions each year safely and securely</li> <li>Reduced risk of a credit card data breach</li> <li>FlashParking assumes 99% of the responsibility in maintaining compliance</li> </ul>	<p><b>UNRIVALED CLOUD INTELLIGENCE &amp; SECURITY</b></p> <p>Powerful business intelligence offers deep, broad ecosystem visibility that powers operational efficiency</p>
<b>Open API software</b>	<ul style="list-style-type: none"> <li>Ability to interface with consumer-facing apps</li> <li>Integrations with third-party products platforms, and services</li> </ul>	
<b>PARCS and valet on one platform</b>	<ul style="list-style-type: none"> <li>Seamless user experience</li> <li>Maximized space utilization</li> <li>Increased visibility reduces revenue leakage</li> </ul>	
<b>Software development kit</b>	<ul style="list-style-type: none"> <li>Empowers partners to connect FlashParking programs to existing or new apps</li> </ul>	
<b>Cutting-edge user-facing technology</b>	<ul style="list-style-type: none"> <li>Deliver innovative features today that will become expectations tomorrow (i.e. mobile payments, Bluetooth access)</li> <li>Intuitive user interface for easy-of-use</li> <li>Constantly exceeding expectations</li> <li>Increased customer loyalty</li> </ul>	<p><b>WORLD-CLASS CUSTOMER EXPERIENCE</b></p> <p>Deliver benefits of innovative technologies to delight users, drive loyalty, and stay ahead of competitors</p>



## Development & Deployment Overview Approach



**SALES:** FlashParking’s sales/solutions engineering team works with the client to create a Theory of Operations document that identifies equipment/solution needs.

**PRE-INSTALL:** There are two parts to this phase: Implementation and Onboarding. During Implementation, a Project Manager works closely with the client on installation planning, equipment purchasing, and solution training. During Onboarding, a specialist gathers info and key deliverables from the client to properly build out the backend of the solution. As the Implementation and Onboarding wrap up...it’s go time!

**INSTALL:** During the installation, a commissioner oversees and manages the FlashParking’s operations team as they install the solution and communicate daily with key internal and external stakeholders to ensure a seamless, smooth roll out. Towards the end of the install, a FlashParking representative will connect with customer to schedule online and on-site training (if purchased).

**GO LIVE:** Systems are a go! Customers have the option of booking a Go Live Trainer to train during the initial Go Live phase. As the Go Live phase comes to an end, a transition kick-off call introduces the client to client services and account management teams.

**POST-INSTALL:** Our support and training team are always a phone call away. Each team will provide providing assistance in training and support escalation ensuring that the client is getting the most value out of the FlashParking platform.

## 1. Development & Deployment Detailed Approach

### Sales/Solutions Engineering Phase

- Our Sales and Solutions Engineering Team will work closely with stakeholders to plot and create the best solution to address operational needs and wants. Our Solutions Architect gathers site data to fill out a Theory of Operations (TOO) for each site and identifies equipment needed to complete the solution. The Sales Team will put together a comprehensive deal for review. Once contract is signed and 50% deposit is received, the Implementation phase kicks off.

### Pre-Install Phase

#### Implementation

We will dedicate a seasoned Project Manager to handle all logistics related to the implementation phase to ensure a smooth transition. During this phase the Solutions Architect and the Project Manager collectively work together and set a weekly communication rhythm with internal and external stakeholders to discuss theory of operations and identify site-specific requirements and development needs.

#### □ **Onboarding**

An important part of the implementation phase is onboarding. For each venue, an Onboard Specialist creates an onboarding project in Task Ray with key milestones and deliverables prior to the installation, followed by a configuration kick-off call that informs client of next steps in customizing their FlashParking Solutions. The Onboard Specialist gathers and coordinates site-specific onboarding deliverables and identifies any development needs for the Development Team.

#### □ **Pre-Install Training**

We are proud to offer a tiered training that kicks-off with our Pre-install Trainer conducting a pre-install webinar. To help train the customer on how to use FlashParking solutions, the trainer lays out the Training Webinar agenda that includes reporting, validations, rate structures, monthlies, and more. If additional help is needed, the trainer is available to do onsite Go Live training (if purchased) to address specific concerns. Towards the end of the Pre-Install Phase, a Commissioner is assigned to kick-off the Installation phase.

### **Install Phase**

#### □ **Installation**

At the start of the Installation phase, your Project Manager will conduct an external kickoff call with internal and external stakeholders to discuss timeline and hardware installation requirements. Your Project Manager generates and maintains the installation schedule at both the portfolio and site-levels as well as oversees equipment testing. During the roll-out, your on-site Commissioner provides on-site service and support and oversees the testing plan.

#### □ **Testing Plan**

Our goal is to get your facility up and running as quickly, but as efficiently as possible. To accomplish this, we have structured different levels of testing and counter checks. This thorough and vigorous setup ensures that when your equipment is installed and turned on you are ready to start collecting revenue.

#### □ **Install/Go-live Training**

If purchased, your Go-Live Trainer, will provide onsite support during Go Live to assist with operational issues. Based on the complexity of a venue, the trainer remains onsite for a pre-defined period.

### **Post-Install Phase**

#### □ **Post-Install Training**

FlashParking also provides virtual training sessions. Property owners and site managers can book 1 hour, personalized session with our master trainers on their time by using our booking website. The training session can also be recorded so the information can be shared throughout management team. Our trainers can help with generating custom reports, managing validation accounts, implementing new software rules in your operation or onboarding a new team member. FlashParking is committed to providing ongoing support to all our locations in effort to create the perfect customer parking experience.

Trainers are also available for additional in-person training (fee applicable).

#### □ **Support Team**

Once the project is live, FlashParking will deliver continuous 24/7 support to your location at no additional charge. This includes service calls to our support centers in Austin, TX and the Dominican Republic who can resolve software issues remotely. Follow up visits from our regional sales managers to share best practices for mix use properties with the local operations team.

□ **Maintenance**

We have an innovative approach to servicing our FlashPARCS equipment. Our kiosks are designed to be maintained by on-site support staff, therefore alleviating expensive and quite often delayed service calls. The kiosks are modular, meaning any part can be replaced within seconds and utilizing only a screwdriver. This is a similar service model to existing On-Street equipment providers such as Calle and Parkeon. Our equipment is always on-line; therefore, we ping each unit every 15 seconds for a heartbeat, which means we know almost immediately if anything ever malfunctions. We then send a notification to on-site staff so that they can address any issue immediately. There is no need to wait for an expensive technician to schedule a service call the next business day. "Maintenance Kits" are available so staff can have immediate access to a replacement part; the Kit contains a replacement part for all the major components in the kiosk.

□ **Warranty**

The FlashParking quote includes a lifetime warranty for the FlashVision cameras for however long La Jolla Village decides to continue with the monthly HaaS payments. For the 5 signs, the initial purchase comes with a 1 year parts warranty. If La Jolla Village would like to extend this warranty to two years, this will cost an additional \$1,150.



# SECTION III

## PRICING

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## FlashPARCS - HaaS

Product	Description	Unit Price	Qty	Discount	SubTotal
FlashVision LPR	Each Lane of LPR and Car Counting Includes: 1 Vivotek IB9365-HT Ultra Low Light 2MP IP Camera with IR illumination and WDR lens (IP67 Rated) 1 Pentium Local Processing Unit (LPU) for image processing on the edge and communication with cloud dashboard and local equipment (PARCS Equipment/Barriers/etc.) Software license to online dashboard SLA for Read Rate accuracy of 95% or higher Frequent over the air LPR model updates to maintain accuracy Monthly monitoring and pro-active alerts Onsite training and continued support	\$165.00	4	\$0	\$660.00
<b>FlashPARCS - HaaS TOTAL:</b>					<b>\$660.00</b>

## FlashPARCS - Hardware

Product	Description	Unit Price	Qty	Discount	SubTotal
Custom Product	IP Displays 32x64 signs to display the available space in each individual garage. We will be installing 1 of these signs in each of the following garages: <ul style="list-style-type: none"> <li>• Coast Walk</li> <li>• 888 Prospect</li> <li>• 1055 Wall Street</li> <li>• 1200 Prospect</li> </ul> <p>This does not include a maintenance contract. A maintenance contract will need to be purchased through IP Displays upon purchase of equipment.</p> <p>This comes with 1 year of warranty.</p>	\$2,000.00	4	\$0	\$8,000.00

Product	Description	Unit Price	Qty	Discount	SubTotal
Custom Product	<p>IP Displays 128x96 sign to be displayed in central location in La Jolla Village.</p> <p>We will be installing one of these signs.</p> <p>This price is inclusive of cellular modem to provide a data connection for the sign. Depending on where the sign is to be installed, we may be able to connect via wifi to another network. If cellular modem is not needed, we will remove \$1000 from this price. If cellular modem is used, the client will need to enter into their own agreement with Verizon, ATT, Sprint, etc.</p> <p>This price does not include trenching for power as it is yet to be determined where this sign will be installed. Exact power source needs to be clarified and this is not a solar option.</p> <p>This comes with 1 year of warranty.</p>	\$8,380.00	1	\$0	\$8,380.00
<b>FlashPARCS - Hardware TOTAL:</b>					\$16,380.00

Installation		
Product	Description	SubTotal
Custom Installation and Setup	<p>Data and Power pulls for cameras and signs in each of the following garages:</p> <ul style="list-style-type: none"> <li>• Coast Walk Garage</li> <li>• 888 Prospect</li> <li>• 1055 Wall Street</li> <li>• 1200 Prospect</li> </ul> <p>This is an estimate and numbers may vary based off of actual installation locations for each camera and sign.</p> <p>This quote also assumes data and power will be sourced from centralized/easy to access location in each garage.</p>	\$13,500.00
Custom Installation and Setup	Bolting down/Installation of each sign (5 signs total)	\$2,500.00
Custom Installation and Setup	Installation and Configuring of Cameras	\$4,000.00
Custom Installation and Setup	Travel and Expenses for FlashParking Commissioner	\$2,000.00
<b>Installation TOTAL:</b>		\$22,000.00

## FlashPARCS - Software

Product	Description	Discount	SubTotal
Custom Software - Monthly	Car Counting Module  Inclusive of Software to count cars and to send data to third party signs.	\$22.50	\$127.50
FlashPARCS - Software TOTAL:			\$127.50



Quote Summary

Product Type	Discount	Subtotal
FlashPARCS - HaaS	\$0	\$660.00
FlashPARCS - Hardware	\$0	\$16,380.00
Installation	\$0	\$22,000.00
FlashPARCS - Software	\$23	\$127.50
Total	\$23	\$39,167.50

Tax Details

Tax	Amount
Sales Tax	\$1,320.60
Total	\$40,488.10

# Pricing Breakdown

**Total Monthly HaaS (Hardware as a Service) Payment:** \$838.65/mo (Inclusive of hardware, software, and tax)

**Total One Payment (Installation, Signs, Civil Work):** \$39,649.45

**Total Two Year Contract Value:** \$59,775.05

# SECTION VI

## MISCELLANEOUS

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# FlashVision

FlashVision is a growing platform of Artificial Intelligence (AI)-based computer vision technologies designed to simplify modern parking access, revenue control, and remote management.



## LICENSE PLATE RECOGNITION (LPR)

*Powered by Uncanny Vision*

FlashVision's LPR offering is powered by Uncanny Vision and available exclusively through Flash. Using AI-based computer vision, the LPR system captures license plate information in less than a second with over 95% accuracy.

For monthly and transient parkers alike, LPR creates a touchless experience with unmatched simplicity. And for facility owners and operators, the remote accessibility and cloud reporting capabilities make this LPR solution easier to manage than any other technology on the market.

**Plus, it's available on the industry's first Hardware-as-a-Service (Haas) purchasing model.**

## HOW IT COMPARES

### FlashVision LPR

- ✓ No loops needed
- ✓ SLA guarantees accuracy
- ✓ Infrared light
- ✓ Cloud portal and real-time reporting
- ✓ Robust remote accessibility and controls

### Other LPRs

- ✗ Require loops
- ✗ No SLA
- ✗ Infrared light
- ✗ Limited or no cloud capabilities
- ✗ Offer some or no remote functions

## HOW IT WORKS

### For Monthly Parkers

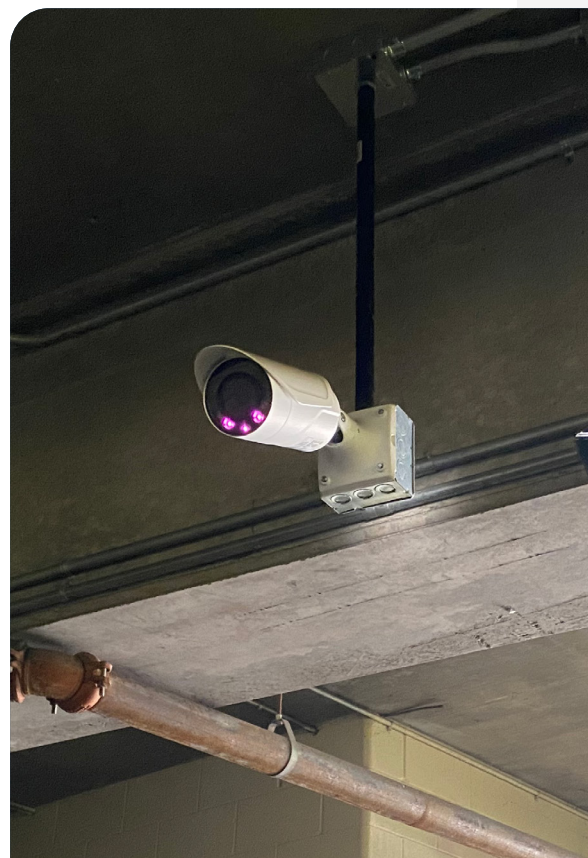
When a vehicle pulls up to the facility, the camera takes a frame grab in less than a second and communicates the identified license plate number. The plate will then be matched with an account in the system, the gate will vend, and an entry will be marked to maintain passback protection.

### For Transient Parkers

When a vehicle pulls up to the facility, a camera takes a frame grab in less than a second, instantly opening a ticket for that parker and beginning their parking session. Once the parker is ready to leave, they will simply pull up to the exit point, where their license plate will once again be read. An accurate rate will be calculated and pushed to the kiosk for payment. Upon being paid, the ticket will close and the gate will vend.

## FEATURES

- ✓ <1 second frame grab
- ✓ Remote access and controls
- ✓ Guaranteed SLA with >95% accuracy
- ✓ Available on Haas purchasing model
- ✓ 24/7 support



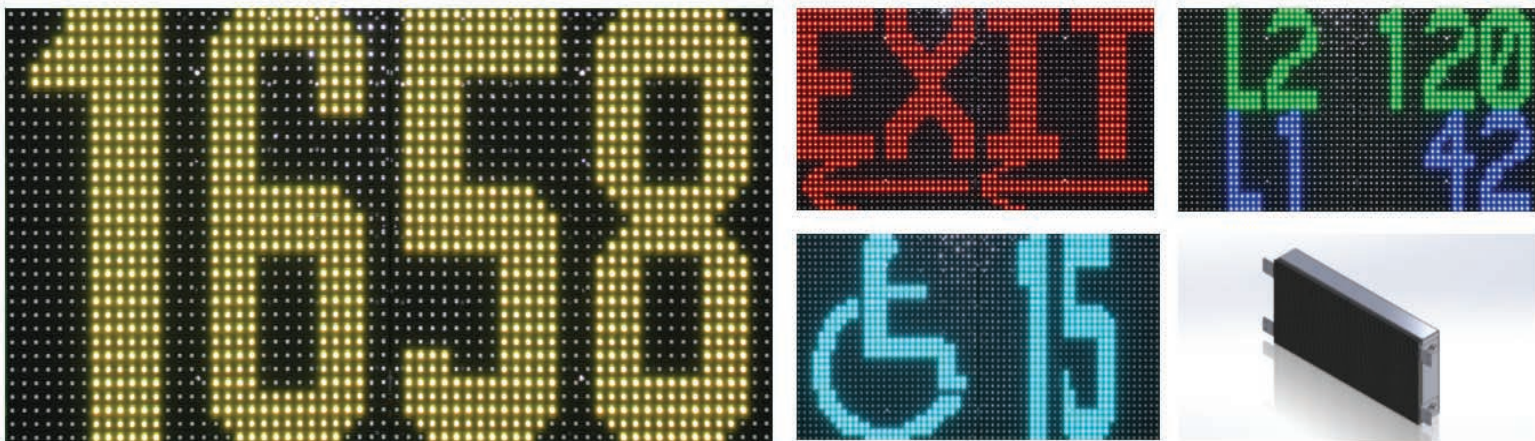
## WHERE DO I SIGN UP?

Customers with an existing Flash system contact your account representative.

For customers interested in learning more about FlashVision, contact us at [sales@flashparking.com](mailto:sales@flashparking.com).



IPLED-32x64-RGB-10-ODX  
(Outdoor Exposed)



>Specifications

♦Internals

LEDs: Array 32x64 2048 pixels; full Color, R/G/B; Dot Pitch of 10MM.  
Processor: ARM A8 at 1GHz; Memory: 1GB SDRAM; uSD Memory card: 2GB Min.

♦Electrical

Ethernet - RJ45 - 10/100Mb Cat5.  
USB 2.0 - Host - Type A connector.  
Audio - 3.5mm Stereo Jack - 3 conductor.  
Case: 1" Knockout opening.  
Power Input:  
Conduit Cutout.  
Wago Lever Nuts

♦Environmental

Operating Temperature:  
-34°C ~65°C ambient.  
-30°F ~ 150°F ambient.  
Relative Humidity:  
upto 90 % non-condensing.  
Ethernet Isolation:  
1500VAC min per IEEE 802.3.  
Enclosure:  
PTFE gasketed.  
Weather-sealed enclosure.

♦Power Requirements

Input - 95 ~ 260VAC at 50 ~ 60Hz.  
Power Consumption:  
100W maximum  
40W typical

♦Mechanicals

Length: 25.2"(812.8mm)  
Height: 12.6"(342.9mm)  
Depth: 4"(101.6mm)  
Weight: 12 lbs est. (kg).

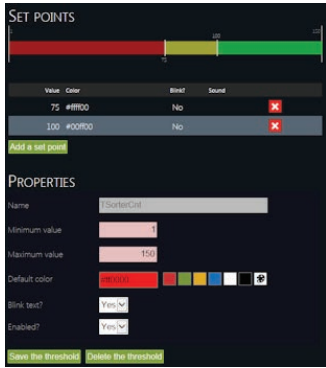
>Display Features

♦Remote 'snapshot'

Not where you can see your display, no problem. View exactly what is on the display no matter where you are. The sign generates an instant copy of what is being displayed and sends it right to your browser.

♦Integrated 10/100 Ethernet

This is the core of our technology which allows for superior ease of use and integration in conjunction with the unit's built in web-server. TCPIP enabled out of the box. Use built-in support for DHCP and NTP to aid in your ease of configuration.



♦Data thresholds

Set thresholds on your data to change your message color or state to bring impact to an event.

♦Server-free solution

With easy web-based interfaces and easy to program XML data structures, no longer do you need middleware or any additional hardware to accumulate data saving you time, money and resources.

Direct PLC Interfaces

Connect to Standard based PLC's including: Ethernet/IP™, Modbus/TCP, Melsec(Mistubishi), FINS (OMRON), and OPC.

♦Browser based interface

Ease of use exemplified. Manage your display from a simple web-browser anywhere - any time. Send messages, check status, and manage thresholds, layouts, remote or local data fields all from web pages hosted on the sign. No software to install and no custom programming needed.

♦Live message elements

Insert data into any message. You can have real-time data and see it update dynamically on the display. Any message may contain static or scrolling text, live data, database elements, clocks, bit-mapped graphics or any combination therein.



♦Dynamic sign layouts

Schedule any number of layouts with our Playlist manager. Show real-time data, statistics, company news, safety information, or general messages in their own unique layout to get the impact you want. The Playlist manager allows you to schedule the times and order - it is all under your control.



♦Fonts, graphics and effects

Use any of the 44 built-in text or graphics fonts to build your message. Add pizzazz using the built-in entry and exit effects.



♦Conditions/Program Logic

Program logic can be tied to variables on the sign. As data is changed "Program logic" can be used to Activate/Deactivate Messages, Layouts, Thresholds, Commands or even update other variables on the sign.

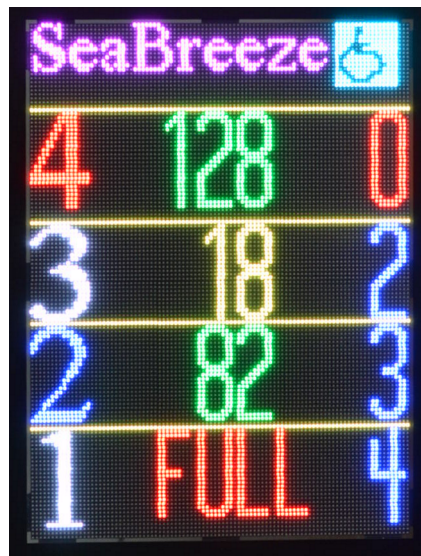
♦Simple Integration/Open Interface

Use simple standard XML syntax and constructs to send data to the display. No proprietary protocols, syntaxes, or languages to learn. Any XML capable application like MS Excel or SQL Server or programming language like Perl, VB, or C# can easily update data fields or elements on the sign.



# IPLED128X96RGB-6-ODX

(Standard Outdoor Exposed)



## >Specifications

### ♦Internals

LEDs: Array 128x96; 12288 pixels; 7 color, R/G/B; Dot Pitch of 6MM. Processor:  
ARM A8 at 1GHz; Memory: 1GB SDRAM; uSD Memory card: 2GB Min. OS:  
Embedded Compact CE 7.0

### ♦Power Requirements

Input - 95 ~ 260VAC at 50 ~ 60Hz.  
Power Consumption:  
1280W maximum  
320W typical  
Inrush - cold start (est):  
18A @ 115VAC  
36A @ 230VAC

### ♦Electrical

Ethernet - RJ45 - 10/100Mb Cat5.  
USB 2.0 - Host - Type A connector.  
Audio - 3.5mm Stereo Jack - 3 conductor.  
Case: 1-3/4" Knockout Opening.  
Power Input:  
Conduit Cutout.

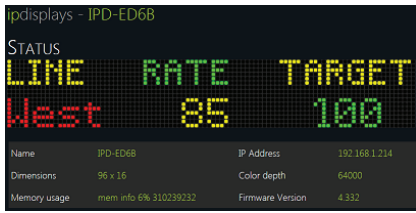
### ♦Environmental

Operating Temperature:  
-34°C ~65°C ambient.  
-30°F ~ 150°F ambient.  
Relative Humidity:  
upto 90 % non-condensing.  
Ethernet Isolation:  
1500VAC min per IEEE 802.3.

### ♦Mechanicals

Length: 28"  
Height: 35.5"  
Depth: 6.3"  
Weight: 160lbs.





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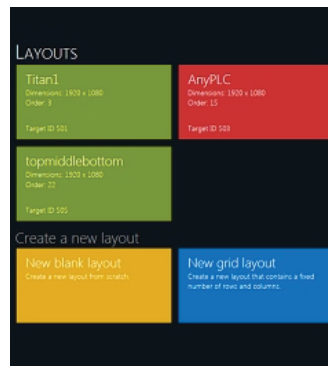
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