

# Unleash the Potential of Your Garage

The battle for tenants is heating up. Give your building a competitive advantage.

The  
Garage Craft  
GC101



Introducing the GC101, an all-new, Web-based parking management system that has it all: style, smarts – and a breakthrough solution to the cumbersome problem of parking validation.

## FINALLY, AN EASY WAY TO VALIDATE VISITOR PARKING

The GC101 does away with the old-school validation processes tenants (and visitors) find so frustrating. Forget about validation stickers and stamps, spreadsheets, return trips to the office with visitors and time wasted on tenant billing/collections.

Now your tenants can validate guest parking from any PC with Internet connectivity, or any Web-enabled handheld device. Plus, the GC101 also allows them to track all those validation expenses by department, project, client, or any other variable.

Tenants love it. Visitors are wowed by it. And you can use it to better market your buildings and parking facilities.

## A KIOSK AND WEB-BASED COMMAND CENTER

The GC101 combines an intelligent kiosk with a Web-based command center to provide you with a powerful array of programmable features, plus valuable insights into the performance of your parking operations – all with anytime, anywhere accessibility.

## PAY-AT-PC EMPLOYEE PARKING

To alleviate end-of-day traffic snarls at the exits, The GC101 enables all the employees in your building (the largest parking segment) to pay for monthly or daily parking directly from their PC. Tenants appreciate the convenience, you can avoid the added expense of a pay-on-foot station, and everyone benefits from the smooth traffic flows.

## A STRIKINGLY STYLISH “SMART” KIOSK

The GC101 entry/exit kiosk is like nothing you’ve ever seen. It’s sleek and stylish, features a completely programmable touch-screen display, and packs more computing power than most PCs.

## AWESOME ANALYSIS CAPABILITIES

The pre-created analysis report formats offered by other parking management systems often lack the details that can make a difference. So instead, the GC101 lets you access whatever information you want (in real-time), and arrange it in whatever format works best.

## TOP FIVE BENEFITS

- 1 Helps attract new tenants – and retain those you already have.
- 2 Provides additional revenue opportunities.
- 3 Reduces paperwork, tenant billing and other property management responsibilities.
- 4 Virtually eliminates fraudulent validation activity
- 5 Estimated ROI: just two years.

See backside for additional features ▶

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## THE BENEFITS OF ELECTRONIC VALIDATION

The Web-based validation capability built into the GC101 is breakthrough, patented technology that delivers real benefits for you, your tenants and those all-important visitors.

- The process is completely electronic. Say goodbye to bothersome validation stickers, stamps and spreadsheets.
- Tenants can validate the parking of their visitors from any PC with Internet connectivity – even a Web-enabled handheld device.
- Allows you to establish validation partnerships with surrounding buildings and businesses (as an added source of revenue).
- Eliminates the theft, abuse and misuse typical with traditional validation programs.
- Participants can track their validation expenses by department, project, client and more.
- Dramatically reduces the amount of work necessary for you to manage your validation program.
- Visitors are wowed by the convenience, speed and efficiency of the system.

## A KIOSK LIKE NO OTHER

Stylish, innovative and loaded with more computing power than most PCs, the GC101 kiosk is classy yet rugged, highly intelligent and ready for business.

- Use it as an entrance kiosk, an exit kiosk and/or a walk-up lobby payment kiosk.
- The bright LCD touch-screen can be remotely programmed to display interactive instructions (with buttons), branded advertising (tenant logos, corporate video clips, parking specials), holiday jingles, welcoming tones and so much more.
- The all-aluminum construction, sleek design lines, oversized monitor and custom color options put this kiosk in a class all its own.
- Voice/video conferencing capability enables live conversations with kiosk users.
- Dual ticket printers for continuous service.
- Open interface allows for the integration with all variety of gate manufacturers, video imaging systems, proximity-card operations and more.

## ADDITIONAL FEATURES & BENEFITS

### NEW OPPORTUNITIES FOR INCREASED REVENUE

The GC101 offers lots of options for generating more parking revenue. For example, you could:

- Sell reserved event parking.
- Charge tenants and surrounding retailers to advertise on the kiosks – and the command center portal page.
- Use the kiosks and portal page to promote parking specials and available lease space.
- Maximize capacity with better traffic flow and validation partnerships with surrounding businesses.

### ELIMINATES THE COST OF A LOBBY KIOSK

With the GC101's visitor validation and pay-at-PC capabilities, many properties are able to avoid the need for a pay-on-foot kiosk to manage parking payments during rush hours. (Or, slash the cost of operating a pay-on-foot station with one of our cash-less kiosks.)

### REAL-TIME INFORMATION – ANYTIME, ANYWHERE

Completely customizable and so simple to use (just point and click), the Web-based command center lets you monitor overall parking performance, audit individual transactions, analyze results, create custom reports, share all that information with others, and so much more.

### EVENT ALERTS

Receive e-mail, voice or text alerts when select events are triggered (i.e., when a VIP arrives, when parking is full, when tickets are running low).

### ESTIMATED ROI: ONLY TWO YEARS

With its proven abilities to attract/retain tenants, streamline processes and provide meaningful analysis, the GC101 can pay for itself in just 24 months.

## READY TO TAKE A CLOSER LOOK?

For a better understanding of how the GC101 can improve your parking operations, call Garage Craft today or visit us online:

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