



Parking Experience

TXT-a-PARK

In association with SYNERGY INTERNATIONAL VODAFONE NZ TELECOM NZ

TXT-a-Park - the most successful mCommerce payment system for parking



TXT-a-Park gets the thumbs up !

Mayor of Wellington City – Kerry Prendergast at the Media Launch of TXT-a-Park

TXT-a-Park is a joint venture design between CHS Parking Systems and Synergy International (one of NZ's leading edge software development firms), incorporating SMS messaging for payment of parking fees.

The implementation was the January 2004 launch in the City of Wellington of a fleet of CHS EZiPark GLOBAL Pay & Display Meters incorporating GPRS Communications and Payment by Mobile through TXT-a-Park. This is a significant achievement in parking technology because it was the first Australasian implementation of an Integrated Mobile Telephone Payment System in parking.

Revenue from this alternative payment method has exceeded all expectations with the take-up rate being far greater than any mCommerce payment system for Parking Meters. Both Vodafone and Telecom New Zealand provide the platforms for TXT-a-Park meaning that TXT-a-Park is available to all NZ mobile phone users.

TXT-a-Park is now available on thousands of CHS Meters at major centres throughout New Zealand such as Auckland, Wellington, North Shore, and Christchurch.

The high take up rate of TXT-a-Park can be attributed to three main factors:

- Walk up starts No pre-registrations required
- No pre-payments Parking Fees are simply charged on the User's Phone's Bill – or in the case of a Prepaid Phone – just deducted
- User-friendliness The most user friendly customer interface designed for fast and fuss free parking fee payment



TXT-a-Park is a finalist in the TUANZ Mobile Application of the Year Award 2006