

ParkText – Real Time Parking Information

Open Sky’s ParkText product offers real-time parking data to the city of Dublin.

ParkText gives motorists in Dublin a simple mechanism to find out the availability of multi-storey car parking in the city using SMS on their mobile phones. By texting the message “park n” to 53030, the user will receive in immediate response by SMS detailing the availability of parking on the northside of the city. Alternatively, by texting “park s” the user will receive a message detailing the availability of parking on the southside of the city. Information such as directions and opening hours for a car park can be obtained by texting the word “park” plus the first three letters of the car park in question, e.g. texting “park abb” will deliver the number of spaces available in Abbey St car park, as well as opening hours and directions to the car park.

Table 1 shows the Dublin city car parks that are participating in Txt-2-Park, which represent a total of almost 7,000 of Dublin’s 10,000 off-street parking spaces.

Car Park	Spaces
<i>Jervis Street</i>	712
<i>Ilac Centre</i>	780
<i>Parnell Street</i>	500
<i>Marlborough Street</i>	538
<i>Abbey Street</i>	330
<i>Arnotts Car Park</i>	350
<i>Thomas Street</i>	205
<i>Christchurch Place</i>	212
<i>Stephen’s Green/RCSI</i>	1170
<i>Setanta Centre</i>	250
<i>Brown Thomas</i>	420
<i>Drury Street</i>	500
<i>Temple Bar</i>	393
<i>Dawson Street</i>	380

Table 1 Participating car parks

ParkText is a flexible customizable model

The ParkText service is based on the ASP model and is hosted by Open Sky, which provides a platform which can be easily upgraded and extended. ParkText can be easily deployed to channels other than SMS.

Operation Free-Flow

ParkText is an important part of Dublin City Council’s “Operation Free-Flow” initiative to improve the congestion of Dublin’s traffic. By providing information to motorists when and where they then need it, the service decreases the amount of time motorists spend in traffic thereby cutting traffic congestion.

Revenue Generation

Increasing Revenue is an important part of any business, ParkText is a premium service, meaning the user (motorist) pays for each information message they receive. Open Sky’s revenue model involves profit sharing the call costs with the mobile networks and Dublin City Council.

Key Features

Local Authority

- Reduces traffic congestion by providing information on parking availability.
- Maintenance free, ParkText is based on an ASP model which means Open Sky is responsible for the upkeep of the service.
- ParkText can be integrated with any Urban Traffic Control (UTC) system.
- Expanding to encompass other public services.
- 95% of motorists use mobile phones; guaranteeing the service is available to almost all of Dublin motorists.
- Available across all three Irish Mobile Phone Networks.

For the Motorist

- Provides parking space data on all major Dublin City's car parks when and where it is needed.
- Directions, opening hours and costs for each car park.
- Easy to use.
- Can be used on any mobile phone model as it is an SMS based service
- No need to download software.