



## **Product of the Month: Shark Byte Systems launches GarageNet: AI & machine learning transform NYC parking**

October 20, 2020 - Design / Build

Mike Sharkey, founder of Shark Byte Systems, Inc.

NEW YORK, NY Shark Byte Systems, Inc., a Manhattan-based software developer, has been leading a wave of technological innovation in the parking industry for over 20 years with its proven cloud-based GarageNet revenue-control solutions that simplify parking facility management, boost productivity, and provide the highest levels of customer service. The company serves real estate developers, owners, and operators, as well as commercial parking operators, hotels, hospitals, and event parking venues.

Michael Sharkey, Shark Byte CEO said, “The latest addition to the GarageNet revenue-control suite is GarageNet Video Analytics, a video-based parking solution built on artificial intelligence and machine learning. When a vehicle enters/exits a parking facility, security cameras capture the event and the video analytics algorithms identify key vehicle features such as make, model, color, license plate, and direction and then automatically generate a printed or virtual ticket. This solution works in both gated and non-gated facilities, so all parking operations can be monitored from anywhere with real-time alerts and cloud-based reporting tools.”

New York real estate developer Algin Management is using the GarageNet Video Analytics solution in all their parking operations. The company has benefitted from the increased automation, added controls, and accurate real-time inventories, which resulted in improvements to the customer experience such as faster in/out access and touchless payments.

Video Analytics complements the fully-integrated revenue-control software suite and white-label web portal that parkers access to pay for parking, make future reservations, and request their vehicle from any smartphone without having to download an app. Additional GarageNet parking solutions include Valet, Mobile Valet, Mobile Checkout, Web Back Office, Payment Kiosks, and Self-Park.

Valet contains a wide range of hardware/software configurations to handle all types of operations. It can manage various parker types (transient, monthly, hotel, and event parking) with separate rate schedules for each. Customer features can also be created for specific needs.

Mobile Valet consists of a ruggedized tablet or cell phone, a mobile printer, and the GarageNet Valet software. These Mobile Valet units operate for a standard eight-hour shift between charges and have built-in options for both Wi-Fi and cellular data connections.

Mobile Checkout allows parking operators to accept online payments from transient parkers. Parkers scan the QR code on their claim check and enter their credit card information on the PCI-compliant website. This process notifies the attendant to retrieve their car.

Web Back Office includes benefits such as real-time messaging and alert notifications, revenue and ticket breakouts, monthly and transient activity, traffic patterns, biometric employee time and attendance module, and many more. It offers a variety of standard reports covering ticket, revenue, and traffic statistics. The Web Back Office is accessible from any desktop or mobile device running a standard web browser.

Payment Kiosks provide customer-friendly self-service checkout functionality with speed and simplicity.

Self-Park facilities are managed just as effectively as valet facilities. Extensive configuration options are available to allow for flexible systems tailored to each owner's specific needs.

Sharkey said, "Artificial intelligence and machine learning are powerful technologies that are transforming hundreds of industries around the world. Companies using artificial intelligence to gain insight about their customers' behavior and the history of their interactions will have a competitive advantage over their peers."

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540