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PRESS RELEASE

**DESIGNA Impulse March 2020, Ed.3: Digital parking, Pre-Booking and an Award**

**Kiel, 2020-03-26:** Coronavirus is currently dominating the news worldwide. This situation is very uncommon and extremely difficult for all of us at DESIGNA, just as it is for you. We are doing everything we can to prevent the further spread of COVID-19, both internally and externally. At present, DESIGNA is not directly affected by coronavirus. All existing orders will be fulfilled as scheduled. During this difficult time, we are doing our utmost to maintain the high level of service you have come to expect from DESIGNA.

In our March edition of Impulse, you can discover the trend spot interview 'Digital parking facility of the future', which DESIGNA Director Product Management, Riccardo Rieder, and DESIGNA Director Technical Service, Torsten Hellwig, recently gave to the Mittelstand 4.0-Kompetenzzentrum Kiel (SME 4.0 Center of Excellence Kiel).

We present a well-established project in Hungary. The 'Allee Shopping Center' in Budapest has been using the DESIGNA parking management solution successfully for more than ten years.

Many customers already appreciate the advantages of reserving a parking space. DESIGNA Pre-Booking ensures this in a simple and effective way. Simply select and pay for your preferred parking space online: making use of an automatic pay station a thing of the past.

And the Award goes to ...DESIGNA. Good news for our PAY Cashless pay station. It once again demonstrated its innovative strengths and won the iF Design Award 2020, one of the most sought-after design seals worldwide. Congratulations! We met with its designer for an interview. And last, but not least, we are delighted to introduce our new colleagues in the USA. Welcome to DESIGNA!

We hope you enjoy reading the March edition of DESIGNA Impulse. Further topics are already in the pipeline and we look forward to sending you new editions soon - though not as regularly as we would like due to the current situation. You will continue to receive key customer information as usual. Have a good start to this spring and stay healthy!

Your DESIGNA team

### **Parking facility digitalization - an industry rethinks its processes**

For many years, the focus was firmly on hardware. However, the opportunities provided by digitalization are setting new standards through software features - also in the field of parking management. But how do you actually digitalize a parking facility? An interview with the DESIGNA colleagues Riccardo Rieder and Torsten Hellwig provides the answers:

<https://info.designa.com/digitalization-in-parking-interview>

### **Shopping in Budapest – parking with DESIGNA**

A well-established solution: The 'Allee Shopping Center' in Budapest has been using the DESIGNA parking management solution successfully for more than ten years. 140 stores, restaurants and a multiplex movie theater mean it's the perfect place to meet, eat and shop. Further, the 'Allee' boasts offices and a gym: <https://info.designa.com/car-park-solution-shopping-center-budapest>

### **Pre-Booking for parking facilities and parking spaces/ Intelligent and up-to-date with DESIGNA**

Being able to reserve a parking space in advance is real comfort. Be it at an airport or a convention center, DESIGNA Pre-Booking allows parking facility operators to offer this service to their customers and business partners (e.g. travel agencies) in a simple and effective way. The application can be integrated into every website, smartphone app and partner portal. Customers state how long they want to park and select a respective rate and parking area. : <https://designa.com/solutions/pre-booking-parking-garage-parking-lot>

### **PAY Cashless wins iF DESIGN AWARD 2020**

The DESIGNA PAY Cashless pay station impressed the jury of experts. In collaboration with our design agency PostlerFerguson in Hamburg, DESIGNA was awarded the iF DESIGN AWARD 2020, making it one of the prestigious winners of this internationally renowned design seal. PAY Cashless received the award in the category Public / Retail.: <https://info.designa.com/pay-on-foot-machine-parking-system-design-award>

### **Market presence and momentum continue to increase in the U.S.: New colleagues strengthen the DESIGNA team**

DESIGNA has experienced tremendous growth in recent years with its very successful entry into the American market. DESIGNA USA has significantly invested in, expanded and strengthened its business development staff in the U.S., focusing on maximizing opportunity through partnerships with strategic technology and integration partners: <https://info.designa.com/designas-growth-usa>