

# We make EV-Charging Stations profitable!

## ParkHere installs 50 parking sensors in front of EV-Charging Stations for free. Pilot projects have already shown a 224% increase in profits.

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The systems used by charging stations proved to be counterproductive and as a consequence, the operators' profit considerably decreased while EV drivers' frustrations increased when it came to charging their cars. Fortunately, the problem of finding a free charging point will be once and for all eradicated for some EV charging operators with ParkHere's help.

The profit maker processes of EV charging operators are unfortunately blind alleys. The extremely inefficient system lays between the operators and the real profit that can be made out of their charging stations. ParkHere optimizes these processes and creates additional revenue for operators by allowing them to use the full capacity of their charging stations.

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Starting with the 21<sup>st</sup> of November, ParkHere will be installing **50 sensors across Europe free of charge** for Hubeject and Ladenetz partners. The exciting part about this project is that the charging station operators are given the chance to apply for ParkHere's generous offer. Continue reading to find out how to apply!

After the tremendous success of all the sensors installed in front of EV charging stations in Ingolstadt, ParkHere decided to go bigger.

The Ingolstadt project is the living proof of the necessity of parking sensors in front of charging stations. ParkHere will increase the charging station's efficiency up to its maximum level which will have a huge impact on the profit margins of the operators. Moreover, the company has not just stopped at sending the data to operators, but also implemented their own **real time parking data** platform. This incredibly useful tool makes publicly available, for the very first time in history, real time parking data in the charging infrastructure scenario. Their website (<http://ingolstadt.park-here.eu/>) can be accessed by anyone who wants to cut the time otherwise wasted looking for a spot to park or charge. The data will also be included in third parties Apps, Websites and Navigations systems via ParkHere's API. This additional channel of information led to **a higher number of people using these particular parking spots** as the platform offered them prior assurance of the spots' availability.

The company's CEO, Felix Harteneck, revealed that they will not stop at 50 sensors and more projects in Europe will emerge in the next following weeks.

Based on calculations demonstrated by ParkHere's first projects, their sensors **improved the profit of the operators up to 224%** per month. Implementation of ParkHere's sensors in the charging infrastructure increases the market value by improving the efficiency, profitability and quality of the services. The market for electric vehicles (EVs), one with a very rapid growth rate, has paved the way for businesses in the EV services sector. However, the boom of this relatively new market also lead to significant limitations. One of them is the inability to record the availability of a parking space by a charging point. This critical problem is damaging to the operators' businesses, as well as the EV market altogether. Drivers are reluctant to buy EVs because of the uncertainty that surrounds the charging of the vehicle. Until now, people could only see if a charging station is free or in use but they could not know if the parking space in front of the charging station was actually free.

Felix Harteneck, Jakob Sturm and Clemens Techmer founded ParkHere in 2015. The startup has now more than 20 employees and develops self-powered sensors for a more efficient parking management. The information collected by the sensors can then be available through apps, navigation systems and OEMs, to make the search for a parking spot more efficient for their users. ParkHere thus provides the perfect smart parking interface for the industry 4.0.



Unfortunately for the EV drivers, the charging point parking space is often occupied by combustion engine cars or EVs that finished the charging session but continue to use the parking space anyway. This limitation transforms the EV driver's otherwise easy task of charging his vehicle into a complete challenge.

Luckily for everyone, this problem will now be easily overcome with ParkHere's system which records the occupancy of parking spaces in front of the charging stations and feeds the data into the operators' softwares or other applications on demand.

Furthermore, ParkHere's sensor will allow the operators to implement a **reservation option for their customers**, an option which would be **impossible to manage without the sensor**. Its detrimental role is to assure that both the charging station and parking spot are available to use. The administration of such an option using the charging station's system alone, without the sensor, would lead to more disappointments than to an increase in customer satisfaction as the parking spot could be occupied by someone else, despite the fact that a reservation has been made.

The new project ParkHere thoroughly planned in collaboration with Hubeject and Ladenetz is available to all EV charging operators working in partnership with the two above mentioned companies. ParkHere will install a total of 50 sensors for Hubeject and Ladenetz partners free of charge. The operators will be chosen by ParkHere following a short application. Every operator chosen will receive up to 10 sensors which will be **installed and managed at ParkHere's expense**. There are no preferred locations and everyone is advised to apply regardless of country. The **selection process started on the 19th of October for 2 weeks** with the deadline being on the 2nd of November at noon. The shortlisted operators will be then announced on the 7th of November and the installation process will start beginning with the 21st of November onwards. ParkHere will also make an official announcement at the eCarTec trade fair on the 20th of October. If anyone wishes to have a personal meeting with them at the fair can choose a free slot on <https://calendly.com/parkhere/meeting-parkhere-at-ecartec/10-18-2016> or contact them directly at [charging.stations@park-here.eu](mailto:charging.stations@park-here.eu).

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