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CELLOPARK CONFIRMED AS GOLD SPONSOR FOR 2016 PARKING CONVENTION

CellOPark Australia, the country's leading provider and integrator of Pay-by-Phone, Pay-by-App and Virtual Permit parking solutions for councils and campus parking providers, has been confirmed as Gold Sponsor for the 2016 Parking Australia Convention & Exhibition (PACE).

"As the 2015 winner of the Parking Industry Award for Excellence in Technology and Innovation, we are thrilled to support PACE 2016 and the vital role it performs in promoting the latest advances in parking. The convention is a fantastic platform to not only showcase CellOPark's technology, but also to engage with industry peers, sharing leading ideas and making long-lasting connections," said Michael Doherty, General Manager of CellOPark.

PACE 2016 is tipped to stimulate delegates with the volume of innovation that is occurring in the parking industry and feature the latest technologies for increasing customer convenience and loyalty, making the most effective use of parking assets.

"We are pleased to receive the support of an industry pioneer such as CellOPark in the use of technology, a company that has significantly altered the consumer's day-to-day experience of parking, making the lives of hundreds of thousands of people easier. It's a great fit for the central ethos behind the convention", said Lorraine Duffy, Parking Australia's Chief Executive Officer.

PACE takes place from 8-10 November in Perth. In keeping with this year's theme of 'raising the bar', PACE will consider advances and future developments important to the parking industry. Renowned international and local industry speakers will discuss case studies that provide alternative solutions to parking issues. Among them are Rachel Smith, the author of '*Decongestion – 7 steps for mayors and other city leaders to cut traffic congestion without the expense of new roads or annoyed residents*', and Vanessa Solesbee, Practice Builder with Kimley-Horn and Associates, one of the US's premier design and engineering firms, and also Kieran Fitsall, Head of Service Improvement and Transformation at Westminster City Council, who will talk about the introduction of sensor-based street parking management.

To register for PACE visit www.pace2016.com.au.

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