

## Shopping without parking search?

On weekends, on vacation or just after work: Shopping malls, supermarkets and outlet cities are still very popular leisure destinations.

No matter whether you urgently need something special or just want to go window-shopping, it seems that everyone agrees on one point: The prior search for a parking space is annoying, costs time and should not be longer necessary in the digital age.

Many operators and owners of shopping centers have already recognized this and are now equipping their parking spaces with modern parking guidance systems.

MSR Traffic has built up a good reputation in the sector in recent years with prestigious projects such as the Loop5 in Weiterstadt (about 3,000 parking spaces in the car park) or the SCS in Vienna (about 10,000 parking spaces outdoors).

Due to the great experience with parking guidance systems and the attractive prices, numerous new customers have decided for the quality products of MSR-Traffic in the last few weeks and months.

Here is a small selection of current projects:

### Outlet City Metzingen (Holy AG)

More than 80 premium and luxury brands symbolize one of Germany's largest outlet locations in Metzingen. The "Capital of Factory Outlet" is managed by Holy AG, which commissioned MSR-Traffic to provide all parking spaces with intelligent sensor technology and sign-posting.



## **Kaufland Heilbronn**

The well-known retail chain with over 1200 markets has its origins also in Heilbronn - the beginnings of Kaufland date back to 1930. In close cooperation with Parkwache Fuchs - a well-trained partner of MSR-Traffic - a parking guidance system for the local parking spaces is about to be realized so that the customers can quickly find a free parking space.

## **Interspar Rijeka (with photo)**

The world's largest voluntary association of retailers into a retail chain is Spar, with Interspar being the largest market type. The Croatian branch of MSR has installed and commissioned the parking guidance system together with a local partner. In addition to Rijeka, a Spar branch in Vienna has been using the smart technology of MSR-Traffic for several years to offer its customers a special added value.

### **About MSR-Traffic**

The German company MSR-Traffic GmbH offers innovative parking guidance systems for indoor and outdoor use. The portfolio of MSR-Traffic includes - in addition to dynamic control technology and innovative software –ultrasonic sensors for single-space detection and counting for indoor areas and wireless magnetic field sensors for single-space detection and counting for outdoor areas.

For more information and questions: [www.msr-traffic.de](http://www.msr-traffic.de)

