

TORONTO, ON, August 17, 2014 **/24-7PressRelease/** -- LocoMobi continues to reshape the parking and transportation world. Adding to its award-winning mobile parking, gate kit and LPR modules, LocoMobi announced today it has completed and released their "Bluegate" and "Bluecar" mobile platform devices that make the parking experience easier, increase throughput, and take control and efficiency to a new level.

The LocoMobi "gate kit", released last year, was an innovation that allowed mobile payers who register with Locomobi's QuickPay mobile payment app to enter gated parking facilities simply by driving into a gated lane and scanning a QR code in the lane with the app. Scanning the code allows the rates to be registered, after which the gate opens and the patron simply parks, bypassing the ticket dispenser and card readers. The patron simply returns to their vehicle when ready to leave, drives to the exit and scans a QR code again. The QuickPay system calculates the rates in real-time, displays the fee on the mobile phone, charges the registered credit card and opens the gate, hence bypassing all pay on foot stations, pay and exit stations or cashiers.

"We viewed our original gate kit as a game changer since mobile apps are the future and the cost for parking facilities to offer this innovative program is so inexpensive," says LocoMobi Co-Founder and CEO, Grant Furlane, "but we decided to make it even easier by eliminating the need for QR codes or reaching a phone out the door to scan. Now our users can simply drive in and out and everything happens automatically."

Provided the patron has a Bluetooth-enabled mobile device paired with the QuickPay parking app turned on, he or she now simply drives into the lane, the Bluegate kit detects the app and the patron's information through Bluetooth, encrypts the info and sends to the LocoMobi QuickPay cloud server for processing.

Additionally, for fleet or individual owners, LocoMobi has introduced the Bluecar kit. This is a small Bluetooth device that is simply installed in the vehicle independently or directly into the car computer. The Bluecar kit enables the same interaction in gated lanes, but without the driver even needing a mobile phone at all.

The Locomobi QuickPay cloud server monitors all cars and traffic in real time through the QP Dashboard and allows vehicles to be easily interchangeable from facility to facility without any need for multiple access cards, matching vendor equipment, or any specialty systems other than the Bluegate kit. While typical applications of Bluetooth low energy (BLE) treat the transmitting device as a beacon or enable only close communication, LocoMobi's new system enables devices to connect to the cloud directly through the BLE interface.

"LocoMobi's new Bluetooth-enabled mobile app, gate kit, and car kits have the potential to simplify and connect the whole transportation ecosystem, including parking, car sharing, tolling, transit and on-street fleets," says Barney Pell, LocoMobi Co-Founder, Chairman and Chief Strategist. "While our initial applications are to access control of gates, doors and turnstiles, the possibilities are virtually limitless."

Locomobi will now be offering this option to all of its 300 plus facilities as well as licensing the technology to all vendors who want mobile-enabled gated facilities.

About LocoMobi, Inc.

LocoMobi, Inc. is reinventing parking and transportation technology in the era of cloud, mobile, low-cost hardware and Internet of Things. LocoMobi was the very first to offer a cloud-based license plate recognition (LPR) system with a complete revenue engine that also provided a management system for virtual permitting systems, violation and citation management. The company also designed and implemented the first LPR-based system incorporating payment stations and barrier gates, which was integrated into a single cloud-based system. A garage using a LocoMobi LPR system knows every vehicle that enters and exits and links all payments to the vehicle's license plate. For parking owners and operators, this is of immense value as they have full knowledge of and receive payment from every single parker. The revenue gains after deploying a LocoMobi system can significantly increase the value of the parking asset. The company also designs and implements a complete suite of traditional parking systems including the conventional machine readable ticket systems and can combine them with license plate recognition as one single solution for places like airports.

LocoMobi's Mobile payment application, QP Quickpay , also complements any parking facility as an alternative to the payment station utilizing the same rate engine and cloud portal.

QP QuickPay can be used standalone, integrated with legacy hardware at low cost, or as part of a fully integrated LocoMobi system to deliver new value for drivers as well as parking owners and operators.

For drivers, the combination of LocoMobi's QuickPay mobile technology and gate kit with LPR and product set leads to an ideal parking experience: a driver registers one time with the QP

QuickPay app and enters his or her license plate and credit card. The driver then drives into a garage, LPR cameras recognize the vehicle and the gate opens automatically. When the driver is ready to leave, he or she drives to the exit gate, the LPR cameras recognize the car again, bill the credit card saved to the QP QuickPay account, the gates open and the driver exits-all in a matter of seconds. A similar system works in non-gated scenarios as well. For owners and operators, LPR transactions can now be linked to registered drivers, enabling customer knowledge and communications.

LocoMobi's product offerings are unique in their level of comprehensiveness, innovation, and price: installations typically have twice the functionality at approximately half the price of competitive systems. LocoMobi's innovations have recently garnered worldwide attention when the Company was a winner of the award for 2014 TiE50 best new technology in the world, where over 2800 companies from 27 countries were considered. The awards were presented at the Annual TiE50 conference held in the Silicon Valley.

LocoMobi has partnerships with most of the major parking operators in the U.S. and Canada, and is deployed in parking garages and lots, hotels, malls and theme parks and on-street in major cities throughout the U.S. and Canada.

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