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**New Mobile Parking Application reduces costs and improves efficiency in parking enforcement**  
***American Roads Technologies Launches New Parking and Enforcement Application***

**August 12, 2013, Detroit, Mich.** – American Roads Technologies released today patent pending technology that enables parking enforcement agencies to enforce parking violations through smart phones, tablets and other mobile devices using multiple platforms such as iOS and Android.

Unlike existing parking apps that allow people to avoid feeding the meter to pay for on-street parking, the app not only allows people to locate parking spots and pay for parking, but it also permits municipalities, universities or parking agencies to enforce parking-violations in real-time.

“Mobile technology has become a key driver in creating greater efficiencies in not only tolling but in other ways such as parking and enforcement of parking violations,” said Neal Belitsky, President of American Roads Technologies. “The growth of mobile technology, including smart phones and tablets, has made our company re-think how we can interact with our customer. In developing a strategy for our own toll roads, we created a product that can be used by others in becoming more efficient by embracing existing and emerging technology.”

With local governments, universities and authorities seeking creative ways to embrace emerging technologies to make operations more cost effective and efficient, the app provides a tremendous resource in not only allowing people to pay for parking, but allowing operators to enforce parking violations and allow people to pay for those violations from a mobile device – Instantaneously.

“Operators seek creative technologies to make services more cost effective and efficient,” Belitsky said. “While people may be able to pay for parking on-line or through a mobile device, we have not yet seen an application that permits enforcement agencies from enforcing parking violations or allows people to pay for those violations from a mobile device, until now.”

American Roads Technologies customizes the applications for individual parking agencies to fit their needs. The app is available for all mobile and in-vehicle platforms. For more information, please contact Neal Belitsky at (313) 567-4422, Ext 204 or [nbelitsky@amrdstech.com](mailto:nbelitsky@amrdstech.com) or learn more by visiting [www.amrdstech.com/](http://www.amrdstech.com/).

**American Roads LLC** has over 80 years of experience in the toll and road transportation industry and is the only multi-state toll owner, operator, technology company in the United States. American Roads owns and operates four toll bridges in Alabama (Orange Beach, Montgomery, Wetumpka and Tuscaloosa) and operates the Detroit Windsor Tunnel linking Michigan and Ontario. Our products and services are developed for the tolling, parking and point of sale industries.