



MapData Sciences Pty Ltd

abn 45 053 437 282

110 Pacific Highway

Greenwich NSW 2065 Australia

Ph: +61 2 8436 2800

Fax: +61 2 8436 2888

Email: info@mapds.com.au

Web: www.mapds.com

Date: 26th March 2009

Contacts: David Ryan +61 2 8436 2827
Laurie Edwards +61 2 8436 2800

For Immediate Release

In-car navigation won't fill a car park. Online maps drive better business.

SYDNEY, **Park & Fly Airport Parking** had a problem. The location of the parking station is complex, as the street address does not match the driveway entrance. GPS systems would direct customers to the wrong location and customers were getting lost. Constant phone calls were being made by confused customers and as a result, there were many dishonored bookings with customers using other parking facilities. MapData Sciences (MDS) experience with online mapping applications and as the supplier of the base road network data, were quickly able to make the necessary adjustments. This was to enable the customer to find and locate the facility painlessly, without having to leave the website.

Travel is hectic enough without parking worries.

"In the business of airport parking, we are constantly dealing with members of the public whom are pressed for time and are in a constant rush to get to their flights on time." says Sunny Sirabas – Marketing and Communications at Park & Fly.

"Park & Fly takes great pride and is committed to a fast and easy service for all our customers. As far as we are concerned, we intend for our services to be seamless from the point a customer decides to use our services to the point where they board the plane and vice versa. One important element in living up to this promise is ensuring that our customers can find and locate our facility painlessly, without having to leave our website." he adds.

With the MDS application, customers can now choose the quickest or shortest route to the facility and even have the options to avoid tolls. In turn, they are supplied with step by step directions, together with the approximate distance and time it would take.

The application in place clearly shows customers the location proximity to the airport and it has been customised to resolve all foreseeable queries about the location. This has reduced the number of telephone calls received by the business from confused customers trying to find the driveway and reduced the number of dishonored bookings, which usually happens when a customer gives up and visits another parking facility.

<http://www.parknfly.com.au>

##END##