



MALL OF SOFIA, BULGARIA



BACKGROUND

Mall of Sofia, a **leading retail and entertainment destination** in Bulgaria's capital, has been a long-standing pioneer in advanced parking solutions. Since the first Datapark system installed in 2006, its parking infrastructure has progressively evolved, with significant modernization in 2020 to incorporate License Plate Recognition (LPR) technology.

The facility's three-level parking area, offering **over 600 parking spaces**, serves a diverse user base, including shoppers, cinema-goers, gym subscribers, and a dedicated segment of employees and guests from the on-site office spaces who utilize a specialized internal subscription parking (nesting) area.

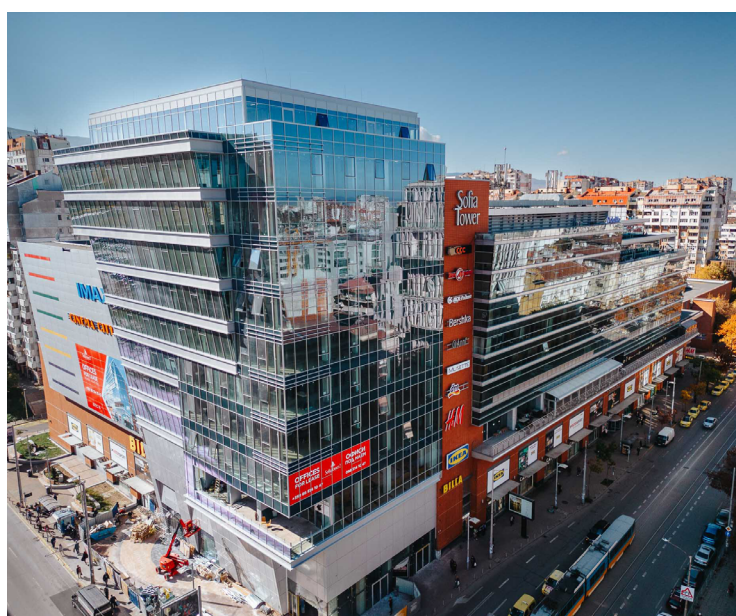
The increasing urban traffic density and shifting customer expectations required a comprehensive upgrade of Mall of Sofia's parking system.

The primary objective was to ensure a **secure, convenient, and technologically advanced parking** experience, capable of managing high daily traffic volumes while minimizing congestion and streamlining access for all user groups. Key priorities included the implementation of **modern and flexible payment and validation methods**, alongside robust **security features**, modular and scalable options to expand, and stable system operation.



CLIENT REQUIREMENTS

- Effective entry and exit control through high-performance parking barriers.
- Mixed access capabilities, integrating both contactless (proximity) card technology and automatic **license plate recognition (LPR)** for seamless vehicle identification.
- Support for a variety of payment methods to enhance user convenience.
- A pay-at-exit option for **streamlined departure**.
- Centralized real-time monitoring and reporting functionalities via comprehensive management software.
- **Customization flexibility** to brand parking equipment to align with Mall of Sofia's visual identity.
- System applying various types of discounts for retail customers and event attendees.



SOLUTION

FAAC Bulgaria team delivered a tailored parking solution for Mall of Sofia, leveraging the advanced capabilities of Jupiter system and JMS software. The hardware portion encompasses **6 Magnetic PRO barriers**; 2 entry and 3 exit terminals designed for mixed access, integrating contactless card readers with LPR cameras for swift vehicle processing; 3 online W4E validators; **8 strategically positioned automated pay stations (APS)**, offering both cash and bank card payment options, and customized with Mall of Sofia's visual branding.

The **entry process is simple**: vehicles access the car parks with either a transient ticket, or a proxy card, or swiftly via recognition of their license plate, if they are recurring visitors or subscribers.

The **payment process is flexible**: multiple payment methods are allowed, from cash to bank cards and mobile payments, thus meeting every parker's possible need. 3 exit lanes also feature pay-at-exit capabilities, offering an alternative to queuing at the pay stations and so allowing vehicles to briefly stop to pay in lane.

The **exit process is straightforward**: subscribers and authorized vehicles quickly exit upon recognition of their license plate by the in-lane camera, while transient and discounted tickets are read at exit and simply proceed to the barrier opening.

The overarching **parking management software JMS** completes the solution by connecting digital services with physical equipment, tracking all transits and transactions. Online validation and flexible discount schemes are in place for patrons of various businesses within the Mall, such as the cinema, gym, and car wash. JMS offers parking personnel 24/7 monitoring and live streaming capabilities from the parking lanes, thus allowing efficient remote troubleshooting and support.

The implementation process involved replacing the existing Datapark system with HUB Jupiter and **seamlessly migrating of over 2,000 existing subscription contracts** to the new system. Meticulous planning ensured virtually **uninterrupted access** to the parking facility and zero losses from missed parking fees during the transition.

Today, Mall of Sofia's parking system provides faster, more convenient, and secure parking services to **over 2,000 users daily**. The modular architecture of HUB Jupiter solution offers future-proofing, allowing for easy upgrades, while JMS management platform enables analysis and **reporting of key operational indicators**, thus facilitating rapid responses to issues and supporting informed management decisions.

Through this advanced parking infrastructure, Mall of Sofia strengthens its position as a preferred destination, significantly **enhancing customer satisfaction** and operational efficiency.

