

**EasyPark Group**

Hangövägen 25 115 41 Stockholm  
Tel +46 733 25 40 33 | [www.easypark.net](http://www.easypark.net)

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## EasyPark Phone Parking launches free Smartphone App!



On the 21 July 2011, EasyPark launched the EasyPark Smartphone App – a brand new parking payment application for smartphones and tablet devices. Within days, the application received thousands of downloads and resulted in overwhelmingly positive feedback from its first users.

The application offers a range of exciting features aimed at making phone parking payments even more simple, convenient and secure for EasyParks today over 250 000 members. Park any of your vehicles with the click of a button and select the parking duration in hours and minutes, or as time of day. The application counts down the parking duration in real-time and the user can choose to prolong or stop the parking duration at any time. The parking fees are collected and shown on the members debit/credit card or invoice. Parking has never been easier!

*“We took aim in building a fast and intuitive application in phase one but plan on launching additional value added services in future versions of the App. EasyPark is a working tool for many of our members and a parking must be started in seconds when opening up the application. I think we have managed to package the core of our service EasyPark into the App and we are awaiting more customer input with great excitement”* says Johan Thalín, Chief Marketing Officer at The EasyPark Group.

Future updates of the application are already under development to bring even more values to the smartphone user. Location based services such as easy finding of area codes, guidance to available parking spaces, a locate-my-car service are among the features to be launched ahead.

The EasyPark Smartphone App v.1.0 is simply called **easypark** and is now available as a free download from App Store (Iphone) and Android Market.

**For further information, please contact:**

Johan Thalín (Chief Marketing Officer)  
EasyPark Group  
+46 733 25 40 33  
[johan.thalin@easypark.net](mailto:johan.thalin@easypark.net)