

For Immediate Release

**June 28, 2007**

## **City of Milwaukee Selects Pay Stations from Digital Payment Technologies for New Parking Meter Installation**

**Milwaukee to leverage LUKE Pay Stations, online Enterprise Management System, and Web Services integration to deliver expanded services to the public, and develop integrated monitoring and enforcement systems**

**Vancouver, BC — Digital Payment Technologies Corp.**, a leading supplier of revenue-management solutions for the global parking industry, is pleased to announce that the City of Milwaukee, Wisconsin has selected the LUKE pay station to replace aging single-space parking meters. Over 100 LUKE pay stations by Digital Payment will be rolled out in downtown Milwaukee in order to provide parkers with a greater range of payment options and convenience while allowing the city to leverage the data collected by the units for the deployment of new applications.

"We are very excited to be able to provide Milwaukee's citizens and visitors with technology that will make paying for parking easier and more convenient" says Dorinda Floyd, Public Works Administrative Services Director. "The LUKE meters will allow users to pay with coins and debit and credit cards authorized in real time and their networking capability will allow parkers to pay at any Luke meter. The city intends to take advantage of the full colored screen to provide the public useful information on current events in the area ."

Milwaukee's pay stations will be connected to an enterprise version of Digital's Enterprise Management System (EMS), the online management system for delivering a range of real-time services that will be hosted by the city itself. The first of its kind in the industry, the enterprise server option allows the city to maintain tighter control over their data. "There is a lot of data being gathered by and stored on the server" says Paul Klajbor, Parking Operations Supervisor, "We want to be able to tap into that information to provide a higher level of service to the community as well as obtain a deeper understanding of how people use and pay for on-street parking . EMS will allow us to do that."

Milwaukee intends to develop several new applications in-house using Digital's Web Services application that enables a real-time exchange of data between EMS and third party technologies. This data exchange will assist in areas such as enforcement and maintenance. "Digital's Web Services is a powerful tool," continued Klajbor. "It allows us to build our own applications that do exactly what we want, when we want, and present it how we want."

"Web Services represents an exciting new direction for DPT. In a time where access to data represents a new competitive advantage, we are providing our customers with a gold mine of information.: says Andrew Scott, CEO of Digital Payment Technologies. "Customers can build their own applications, or tie EMS into their existing information systems without being tied to anyone else's development schedule. We are very excited to be able to empower customers like Milwaukee to use this data in ways that until now was not possible." says Andrew Scott, CEO of Digital Payment.

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### **About Milwaukee, Wisconsin**

Milwaukee is the largest city within the state of Wisconsin and 22nd largest (by population) in the United States. The city is the county seat of Milwaukee County and is located on the southwestern shore of Lake Michigan. As of the 2005 U.S. Census estimate, Milwaukee had a population of 578,887. The city is the main cultural and economic center of the Milwaukee–Racine–Waukesha Metropolitan Area with a population of 1,753,355.

### **About Digital Payment Technologies Corp.**

Digital Payment is an innovative leader in the design, manufacture and distribution of leading-edge revenue-management hardware, software and wireless solutions for the multi-billion-dollar parking industry. The company's products provide complete financial tracking, control and reporting on parking revenue collected by cities, municipalities, universities, parking management companies, private operators and national parks, from customer payment through to bank deposit. Recently certified to the PCI standard, Digital is the only on-street multi-space meter manufacturer to achieve this recognition.

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