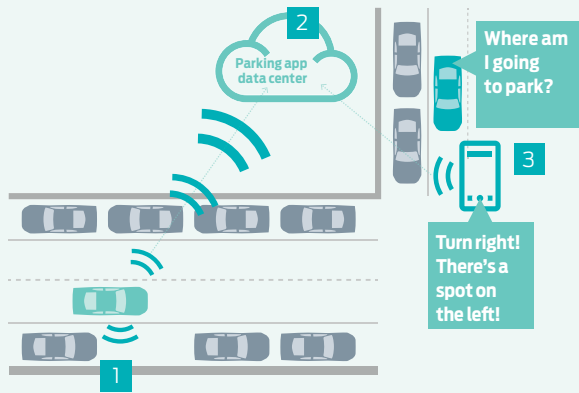


PARKING SPOTTER

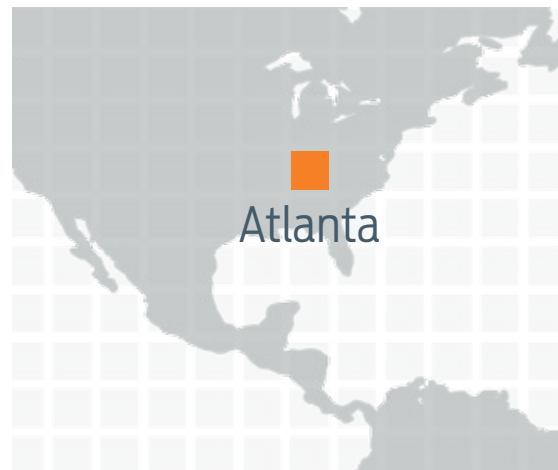
This experiment, conducted with Georgia Tech, leverages driver-assist sensors that most Ford vehicles already have, including sonar and radar, by putting them to work for everybody. The sensors search for open parking spaces while the driver looks for spots around the city, and share the information with a cloud database other drivers can access. The system makes it easier for a driver to locate an open spot, reserve it and navigate to the space. It also reduces fuel consumption and carbon dioxide emissions.



- 1 Ford vehicles equipped with sensing technologies like radar, sonar and cameras can be employed to detect open spaces as drivers look for parking spots.
- 2 The open parking space information, along with GPS coordinates, is sent to a cloud data center to be shared with other drivers who are looking for available parking.
- 3 Other drivers will be alerted to available parking in the area of their request.

The Experiment

Existing vehicle sensors detect open parking spaces to help create a data source for parking-assist apps.



GOALS



Big Data



New Revenue Opportunities



FORD SMART MOBILITY