

## The Barnacle Launches App at Parking Industry Exhibition 2017

*New App Helps Parking Enforcement Officials Track and Deploy Barnacles; First Run of Devices Set to Ship This Month*

**CHICAGO—March 6, 2017**—Today at the annual Parking Industry Exhibition (PIE), [Barnacle Parking Enforcement](#) unveiled its newest innovation, an app that will allow parking enforcement officials to easily track and deploy Barnacle devices, further streamlining operations for officials.

The company, which pioneered parking enforcement technology that seeks to replace the boot with a safer, easier-to-use, greener alternative, unveiled the Barnacle at the 2016 PIE. This bright yellow, 20-pound piece of plastic sticks to a windshield using suction cups with 750 pounds of force. Instead of using a boot to keep a wheel from moving, officers and parking enforcement officials can immobilize a vehicle by slapping a Barnacle across its windshield and arming it with a keypad. Drivers can just as easily disarm the Barnacle with their phone once they've dialed a toll-free number and paid their fine.

Since its debut at PIE, the device has generated international demand from cities that want to put it to use and interest from media outlets such as the "Today" show, *the Daily Mail*, *Wired*, *the New York Post* and *Los Angeles Times*.

"Our presence at PIE last year was a great springboard for the Barnacle—we developed many solid relationships, which helped embed us further into the industry," said Kevin Dougherty, co-founder and CEO of Barnacle Parking Enforcement. "This year, we're looking forward to unveiling the tools that will assist us in making parking enforcement safer, greener and more streamlined for officials. Our first production run will ship later this month, so be prepared to see a lot more yellow Barnacles around the country, and in other countries for that matter."

During the past year, Barnacle Parking Enforcement rolled out pilot programs to test the product throughout the United States, and it has used the learnings from these pilots to fine-tune the technology. Later this month, the first run of Barnacle orders will ship to select cities in the U.S and around the world.

The new Barnacle web app is available for parking enforcement officials who will be using the devices. It will enable officials to track deployed Barnacles and receive updates about their status, process payments and run reports on fines collected. The app also includes a worldwide map to track all deployed devices.

The Barnacle will be located at Booth 407 at PIE. For more information, please visit:

<http://barnacleparking.com/>.

### **About Barnacle Parking Enforcement**

In 2016, Barnacle Parking Enforcement unveiled [the Barnacle](#), a new way for parking enforcement officials to immobilize vehicles. Instead of using a boot to keep a wheel from moving, officers can slap a Barnacle across the windshield, suction it to the glass and arm it with a keypad. The Barnacle is a bright yellow, 20-pound piece of plastic that sticks to the windshield using suction cups with 750 pounds of force. For more information, please visit: <http://barnacleparking.com/>.

### **Media contact:**

Samantha Wolf

646-515-3574

[samantha.wolf@havas.com](mailto:samantha.wolf@havas.com)