

2020-2021  
IOT-DEF

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INDIANA **IoT** LAB  
FISHERS



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It can be said that ideas are commodities until they're executed. The promise and hype surrounding IoT presents an evergreen dialogue for what is possible. While ideas can be truly fascinating, the possibilities present nothing more than outlook, and in some cases, opportunity. What is possible and what is deployable should therefore be distinguished as wildly different. As the IoT evolves and presents new possibilities to leverage sensors, vision and voice technologies, and advanced networks, the ability to execute ideas and deploy technology against real-world problems will continue to be seen in many facets of our everyday lives.



## Jeff Pinyot

*President ECO*

*ECO Parking Technologies*

Jeff is a graduate engineer from the University of Pittsburgh. After more than two decades with Trane, Jeff felt called to follow his God given entrepreneurial desires and jumped out without a parachute. Jeff is an accomplished author, speaker, and a Lowell Harwood Award winner. He was also named a Sustainability Leadership Pioneer by the Green Parking Council, and is a member of the Temecula Think Tank. He lives in Fishers with his wife Ruth and their four children.



## ECO FALCON VISION: DIRECTING THE FUTURE OF PARKING

Fishers company ECO Parking Technologies is onto something. Starting as a simple lighting provider specializing in commercial parking garage illumination, the team recognized an opportunity to disrupt the parking industry by combining multiple functions of parking into a single marketable product.

Parking, a traditionally heavy personal touch industry, is in a transition. As owners and drivers desire faster transactions, gateless experiences, on-line reservations, and hi-tech solutions, ECO has stepped in with their Falcon Vision Parking Guidance System (PGS). Falcon Vision is the world's only vision based PGS that is integrated into a lighting fixture. Why? Two reasons: a significantly lower installed cost that results in both market expansion and market share, and a built-

in ECO-friendly lighting control system. Described as "elegant" by the industry, the ECO Falcon Vision stands alone.

Falcon is connecting a historically brick and mortar industry to the Internet of Things. Having gained the trust of the industry by providing quality solutions to some of the country's largest energy projects and gaining a physical presence in the garage, ECO sees their LED light fixture as a nest to house a smart lighting and parking solution. Think Mr. Potato Head. The basic head is a light fixture – the ECO FlexTech LED. The optional eyes are the cameras ECO adds to their fixtures through Falcon Vision to identify occupied and unoccupied parking spots and recognize motion to control lighting output. The mouth is the wireless Mesh Network allowing the fixtures to communicate with each other. The arms

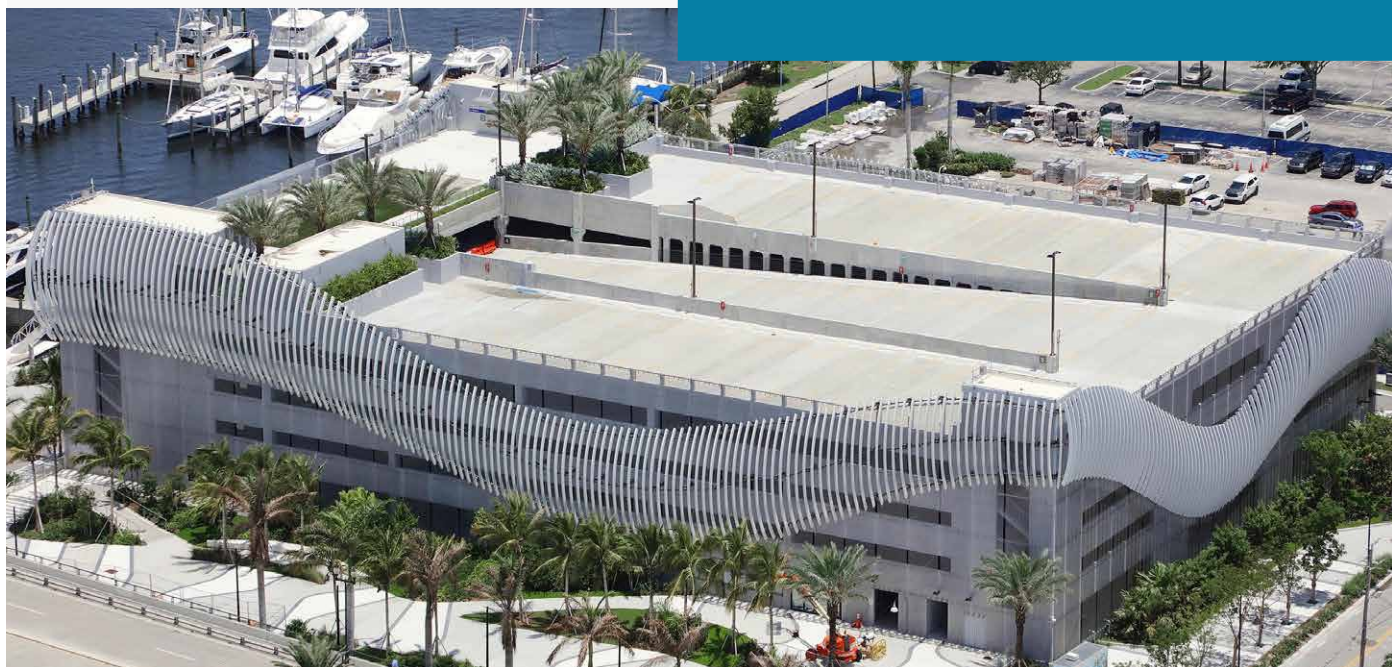
and legs are the private WiFi network connecting all the data to the ECO Falcon Vision Gateway: the brains of the system.

Falcon Vision connects valuable parking data to wanting owners. Knowing exact space availability can significantly increase revenue. Parking metrics like parking patterns related to time of day and spot selection allow an owner to maximize their revenue by dynamically pricing a parking spot based on its up-to-the-second demand. Also, an owner can “Right Size” their garage by multi-tasking a parking spot. Gone are the days of dedicated reserved parking spaces that are often empty. Today, through a Parking Guidance System like the ECO Falcon Vision, a 600-space garage can perform as an 800-space garage by multi-purposing individual spaces, reserving them through various color indication that changes throughout the day based on actual demand.

As the connected car continues to develop and mature into the industry, the ECO Falcon Vision remains current with Evergreen Software and the latest technology to communicate a car location and parking patterns.

Today, Fishers-born ECO Parking Technologies and ECO Falcon Vision are being accepted with open arms and open parking spaces from the Silicon Valley in California to the beaches of South Florida.

Learn more at: [ecolightingsolutions.com](http://ecolightingsolutions.com)

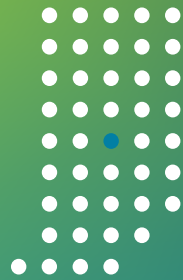


“ Falcon Vision embraces the autonomous vehicle and its impact on the future of parking.”



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