

Space Needle
The new Parker app makes spot-stalking an old pastime.



Streetline

They pitched *Spirit* their idea, and we liked it.

Here's how Zia Yusuf, president and CEO of Streetline, describes the new smart parking app Parker: "Driving through the streets of Los Angeles for the first time, I remember asking myself if, perhaps, this was the city where the phrase 'driving in circles' was coined. Finding a parking space in the City of Angels isn't easy; one yearlong study found drivers in a 15-square-block district in Los Angeles drove in excess of 950,000 miles searching for a space, producing 730 tons of carbon dioxide in the process. That's a lot of circling the block to find a parking spot, but it's the reality in L.A. The Parker app uses sensors we've embedded in parking spots to tell you

where to find open spaces and how much they cost. It'll even let you pay to park from within the app. Once we find you a spot, the app's voice guidance takes you there. We have real-time parking information for cities across the country such as L.A. and Washington, D.C., and we're adding new ones as fast as we can. Our company set out to reinvent parking. It's a grand goal, but Parker is helping drivers find parking quickly and easily. In our own little way, we hope to ease the world's parking woes—one space at a time." streetline.com

Want to pitch your business? Email pitch@spiritmag.com