

PNI Sensor's PlacePod Smart Parking Solution Now Available in India

Santa Rosa, CA – March 6, 2019 – PNI Sensor, the world's foremost expert in precision location, motion tracking, and fusion of sensor systems into real-world applications, today announced that its high-accuracy [PlacePod](#)® smart parking sensor is available in India on the LoRaWAN™ 865-867 MHz frequency band.

PlacePod is an in-ground or surface-mounted vehicle detection sensor that communicates with a LoRa gateway to provide real-time parking data. It provides accurate vehicle detection in parking spaces, long battery life, and is stable over temperature fluctuations, even in harsh environments. PlacePod supports third-party applications, including IoT platforms, parking guidance systems, parking enforcement and mobile payment.

The city of Amritsar, India uses PlacePod sensors in curbside parking spaces to minimize illegal parking, reduce traffic congestion, and maintain open lanes for emergency vehicles to pass. Increased revenue from parking enforcement and ticketing has resulted in a return-on-investment of almost ten times the system cost.

“Following successful smart parking pilots in India, we went into full production to support the growing demand for our PlacePod sensors in the region,” said Robin Stoecker, Director of Marketing at PNI Sensor. “As IoT projects start to expand across India, customers have the advantage of implementing vetted, proven and reliable technology like PlacePod to build their smart parking programs and initiatives. PNI has an excellent partner network in place to help support our customers who want to leverage Low-Power Wide-Area Network technology to make data-driven decisions to solve parking problems.”

“We are extremely happy with the quality and performance of PNI's PlacePod. We have been able to solve challenging problems for the city of Amritsar and our partners have enabled us to do so. We are very lucky to have this amazing partnership and are optimistic that their devices and our solutions will continue to solve real-world challenges cities are facing across India,” said SenRa CEO, Ali Hosseini.

“We take great pleasure to announce our distribution partnership with PNI Sensor and are excited to launch their full product line of high-performance geomagnetic sensors, sensor fusion coprocessors, digital compass modules and complete sensors systems like PlacePod into the Indian market and enrich the IoT ecosystem,” said Anuradha Kaur, Managing Director, One Network Consulting Pvt. Ltd. “Our partnership with PNI is one of the most promising alliances for One Network in 2019.”

PlacePod Availability

PlacePod sensors are available in North America, Europe, South America, Australia and India and support the following LoRaWAN frequencies: US 915 MHz, EU 868 MHz, AU 915 MHz, AS 923 MHz and IN 865 MHz.

About PNI Sensor

With over 30 years of experience, PNI is the world's foremost expert in precision location, motion tracking, and fusion of sensor systems into real-world applications. PNI's sensors and algorithms serve as the cornerstone of successful IoT projects and other mission-critical applications where pinpoint location, accuracy, and low power consumption are essential. Building on decades of patented sensor and algorithm development, PNI offers the industry's highest-performance geomagnetic sensor in its class, location and motion coprocessors, high-performance modules, sensor fusion algorithms, and complete sensor systems. PNI's technology is used in consumer electronics and wearables, smart parking, IoT, robotics, automotive, military, and other applications, by customers such as Nintendo, Samsung, iRobot, Sony, STMicroelectronics, General Motors, Thales, and Ford. PNI Sensor is a member of the LoRa Alliance™. To learn more, please visit www.pnicorp.com.

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Media Contact:

Robin Stoecker
PNI Sensor
Tel: +1 707-566-2260
Email: rstoecker@pnicorp.com

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