



Press release
For immediate release

TC Media Develops the New Remote Parking Payment Solution for Stationnement de Montréal – *P\$ Mobile Service* makes your life easier !

Over 13,000 subscriptions in less than a week

Montreal, July 5, 2012 – [TC Media](#) is proud to have developed the brand new remote parking payment solution for [Stationnement de Montréal](#). As of last week, motorists can cover their parking fees using the *P\$ Mobile Service* application, available at no charge on iPhone, BlackBerry® and Android™ devices, as well as online and through its mobile version, at [pservicemobile.ca](#).

TC Media's Mobile Solutions team worked closely with Stationnement de Montréal to develop this new payment solution, the first of its kind in Québec. Since being introduced last week, *P\$ Mobile Service* has already registered over 13,000 users on all platforms combined.

"We are very proud to have designed and implemented the mobile payment ecosystem for Stationnement de Montréal, including custom deployment to all major platforms," said Ghislain Dallaire, Senior Director Mobile Operations at TC Media. "Thanks to the talent and expertise of our teams, we were able to overcome the technological challenges to develop a custom total solution, and thus be able to manage its future evolution."

"It was important for Stationnement de Montréal to offer a simple, practical payment system aimed at increasing user satisfaction. We quickly realized that Montreal's reality is quite different from other North American cities and that the development of a specific bilingual application was the only way to go. TC Media was able to offer us a made-in-Montreal solution that satisfies users' needs and meets our criteria," said Charles Auger, General Manager of Stationnement de Montréal.

The technological development, done in-house by the TC Media team, makes it possible to ensure the technological sustainability of the new system, which is available in both French and English. Using *P\$ Mobile Service*, Montreal drivers can enjoy a very user-friendly interactive experience. A video showing how *P\$ Mobile Service* works is available at: <http://youtube/pjTs3iZ7OHl>.

The application's main features include remote payment to pay or renew parking fees for the desired parking space and length of time, the option of receiving an alert before the parking period expires, and printable receipts that can be sent by email. You can now bring the parking meter to your phone by downloading the free *P\$ Mobile Service* application from the [App Store](#), [Android Apps by Google Play](#) or [BlackBerry App World™](#), or visit [pservicemobile.ca](#) for more information. Motorists can also download the application on their smartphones by scanning the QR code displayed on street-level parking meters.



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For more information or interview requests:

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