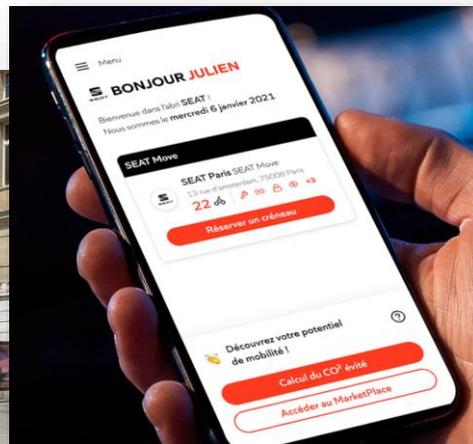
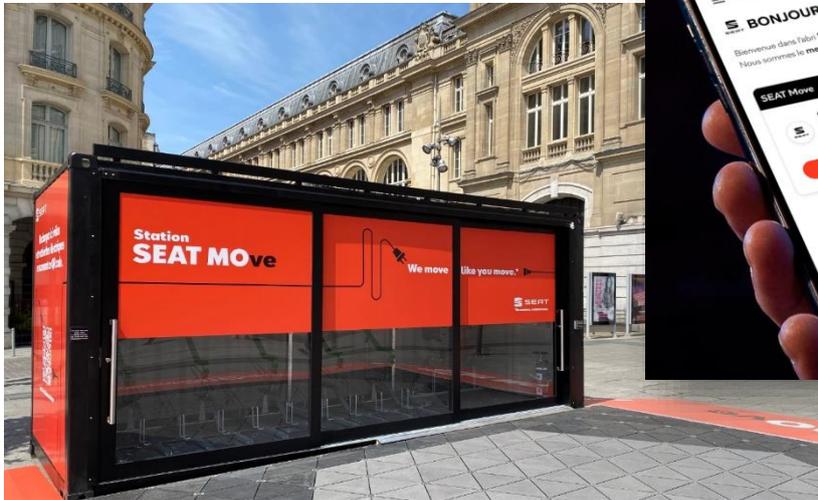




Press release :

The Universal Smart (bike) Parking Application by Nielsen Concept

23/09/2021



The New mobility app that revolutionates Cyclist and Cities life !

Have you ever tried, as a cyclist, to find a secured parking space for your bike ? If so, you know that first of all, it is not that easy to find one, and second, you don't have any clue how you are supposed to register to get access to it.

Why ? Because in a single city, you often have more than 7 different operators and each one has its own controlled access.

For the City or the transport operator dealing with these parkings, it makes it complicated to administrate and to gather compiled data.

That's Why Nielsen Concept Mobility has developed the « Universal Smart Parking application », a unique mobile app that has the capacity to uniformise controlled access.

How does that Universal system works ?

The system is composed of a user mobile app and an IOT system that can be implemented on any existing bike parking.

The user registers on the app where he can find all the secured parkings he wishes to get access to. He can book a spot in advance, rent a bike, a locker...in its final destination. Once selection made, he receives a PIN number that he will type on the digicode placed on the parking entrance.

A unique App is necessary to get access to any parking as the app communicates with any existing data base, thanks to API.

The BtB partner has an access to a complete Dashboard where he will find compiled data about the number of users, frequency of use, rotation, ...**It then has a clear information about the ROI of the installations.**

A solution that also measure CO2 saved

At first registration, the user indicates the number of kms done on its way to the bike parking. Each time he uses it, the kms counter runs. These kms are converted into a quantity of CO2 saved.

It is a tremendous opportunity for the BtB or BtoGov partner to communicate on its efforts towards neutral carbon Cities.

Who are the clients ? 1st developments ?

Our clients are the cities, the transport operators, parking operators, real estate actors,... that want to simplify bike parking administration, and be able to analyse and communicate on relevant compiled data.

After its launch in June 2021, the App already runs in Paris, Evreux, Rezé, and 4 more cities until the end of the year.

And Next ?

We are planning an acceleration of sales in France in 2022 on this new market which is still unexploited. We have launched a fundraising end 2021 to accelerate on R&D and launch new developments.

We are targeting european market for 1st sales end 2022.

Who is Nielsen Concept ?

Nielsen Concept mobility was funded in 2015. It aims at developing soft mobility for all by lifting cyclists' main constraints : fear of theft and lack of services.

It offers :

- Secured and connected bike parkings (including parking made from recycled shipping conteneur)
- A full set of e-cargo bikes in favor of an inclusive mobility (schoolbus, bike for elderly and handicapped people, logistic bikes, ...)
- Its Universal Smart Parking app

Nielsen Concept works with more than 40 clients all around France. It has won many contests including the Paris Urban Lab in 2021 with its inclusive & connected bike station.

It has been chosen by EIT Urban Mobility on its Covid acceleration batch, through the University of Munich.

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More materials :

40 s [video about the app](#)

[PowerPoint on the App](#)

[3min video about Nielsen Concept](#)

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