

PRESS RELEASE - APRIL 16, 2024

Introducing "Park&Pay SMS": easy parking for everyone, free until June 2nd 2024

- ***With the launch of "Park&Pay SMS", APS and Digital Virgo simplify parking payment in Padua***
- ***This service can be used by all TIM, Vodafone or WINDTRE customers, making payment for parking immediate and accessible, with a planned extension to other operators.***
- ***Launch promotion: First parking free until June 2nd 2024 for users requesting via SMS or web application***

APS and Digital Virgo Introduce 'Park&Pay SMS' for Simplified Parking Payments in Padua

APS Holding launches a new initiative to give citizens and tourists of Padua maximum ease of use and payment of parking on blue lines, in collaboration with Digital Virgo, leader in Italy of Mobile Ticketing solutions and partner of APS since 2015 with its DV TICKETING solution..



Introducing "Park&Pay SMS", the fastest way to pay for parking, by sending an SMS with the parking stall number to the APS short number (4850302), now even easier via the aps.ticketingpass.it web app. Park&Pay SMS is the digital substitute for coins, which you already have in your pocket with your smartphone. The means of paying is easy and immediately available to everyone.

There is no need to register, download apps from stores or insert your credit card details. All you need is a TIM, Vodafone or WINDTRE Sim. Soon, the service will be made available to other Italian telephone operators.

The cost of the parking charge, as per the APS price list, and the operator's service charge (€0.29 incl. VAT) are deducted from the telephone credit of the prepaid Sim or debited from the TIM, Vodafone or WINDTRE telephone account. The user will find a record of the purchased Parking Permits within his telephone bill or the telephone credit monitoring tools made available by the operators.

Park&Pay SMS is FREE until June 2nd 2024

Until June 2nd 2024, the first PARKING is FREE for all users who request it via SMS or web app. The promotion is offered by TIM, Vodafone and WINDTRE. During the promotion period, the first stopover and the cost of the service (€0.29 VAT included) are completely free. For the renewal of the stopover and from the second parking onwards, the charge for the chosen stall will be applied.

More information on the website www.parcheggipadova.it/

How does Park&Pay SMS work?



After parking, the user sends an SMS with the stall number to the APS number 4850302. Alternatively, he can open the web app aps.ticketingpass.co.uk, enter the stall and send the SMS directly from there.

You will immediately receive an SMS with the validity details of the Parking Permit: the day and time it was activated and the duration of the parking period. The SMS serves as a permit and is valid immediately.

Reminder service: 10 minutes before the end of the parking period, the user will receive an SMS suggesting the extension of the parking period, again indicating the stall code to the number 4850302.

If you are at the parking meter, frame the QR CODE on the sticker to access the Park&Pay SMS web app.

Terms and Conditions of "Park&Pay SMS" and the "FREE First Parking" promotion on: www.ticketingpass.com/aps-holding

About Digital Virgo

Digital Virgo Group is a key partner of Telecom Operators worldwide, specializing in payment and monetization solutions, with a dedicated offer on Digital Ticketing. It integrates SMS, Telco billing payments, ticket generation and management, and an app for ticket verification. This comprehensive approach streamlines access to public transport, urban services, and events, enhancing user experiences.

Mobile Ticketing enhances our broad offerings, featuring a comprehensive payment platform and services across Entertainment, TV, Learning to Gaming, along with interactive programs or SMS donations, driving engagement and monetization on multiple platforms.

The added value of Digital Virgo lies in its ability to address payment and monetization globally by considering strategic aspects such as customer journey, local adaptation, user acquisition, data management, as well as the regulatory and compliance framework.

With operations in over 40 countries and generating €430 million in revenue in 2022, our dedicated team of 860 professionals across 30+ offices worldwide reflect our commitment to operational efficiency. Digital Virgo Group maintains trusted partnerships with over 140 Carriers and more than 300 Merchants, emphasizing our extensive reach and impact in the digital ecosystem.

More information on digitalvirgo.com



Contact

@ Digital Virgo | Émilie Roussel | Corporate Marketing & Communications Director
emilie.roussel@digitalvirgo.com | +33 (0)6 98 31 45 40

Ilaria Recami | Sales Manager DV TICKETING by Digital Virgo
ilaria.recami@digitalvirgo.com | +39 335 685 9962