

OOBEO – Frictionless Contactless Parking Technology

1. Company Overview

Founded in 2016 in Toledo, Ohio. Acquired by JustPark in August 2025, expanding its U.S. footprint and integrating its mobile-first parking platform. Serving over 6 million users, focusing on valet, permit, self-park, and enforcement solutions.

2. Core Solutions & Products

All software is cloud-based and hardware-optional:

- Mobile Parking Payments: QR-based, app-free scan-to-pay. Operators keep 100% of convenience fees.
- Monthly & Digital Permits: Real-time dashboards, trend analytics, tenant billing.
- EnforcePlus Enforcement App: ALPR-based violation capture, offline sync, dispute automation.
- Indoor Wayfinding & Shuttle Requests: Offered as add-on modules.

3. Pricing & Cost Structure

- Mobile parking / transaction fees: Standard cost = \$0.10 plus 1% of parking revenue per transaction. No setup fees, signage may be provided free for qualifying locations.
- Permits & enforcement modules: Typically included within platform access; priced according to scale.

4. Benefits & Positioning

- Low cost and flexible: No hardware leases, optional signage, free startup, transparent pricing.
- Operator-owned revenue: Convenience fees generated by users go entirely to operators.
- Real-time control: Dashboard for rate updates, permits, validations, reporting.
- Rapid deployment: Onboard and launch within hours.

5. Target Users & Use Cases

Customers: Asset owners, property managers, parking operators, event venues, universities, municipalities.

Use cases: Valet, gateless lots, surface lot payment, on-street parking, permit management, enforcement, residential, corporate, event parking.

6. Implementation & Support

- Onboarding: Starts with a nominal \$1 card-verification fee; billed based on plan after 30 days.
- Hardware: No required leasing—use your own devices; integrates with existing systems.
- Support: U.S.-based phone/email support, emergency hotline, training, updates.

7. Integrated Offerings

- Accessory shop: Branded signage, QR kits, reusable fobs.
- Content & resources: Blog offers insights on enforcement, EV trends, valet operations.

8. Future Outlook Under JustPark

Expansion into JustPark's U.S. portfolio of 550+ customers, handling over \$1B in bookings and 40M vehicles/year. Goal: scaling mobile-native parking tech across cities, venues, and real estate.

Cost Summary Table

Service	Pricing Model
Mobile parking transactions	\$0.10 + 1% of parking revenue per transaction
Setup/signage	No setup fee
Convenience/surcharge fees	100% retained by operator
Permits and enforcement	Scaled to usage; part of subscription or custom quote