

## DCA Press Release – Photo Evidence Online

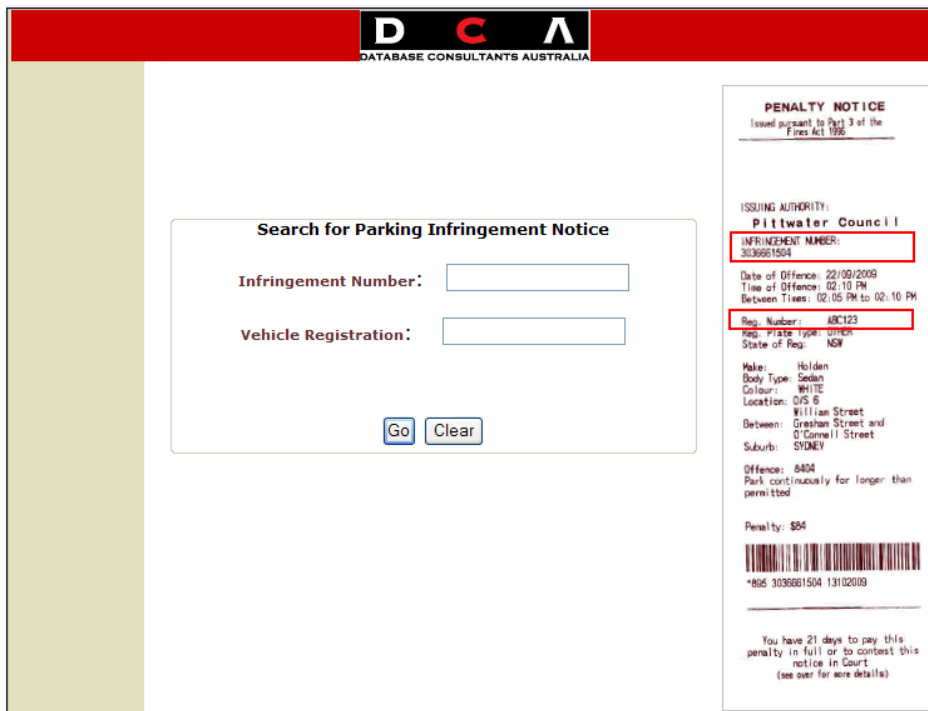
Database Consultants Australia (DCA) are pleased to announce Pittwater City Council has gone live with the innovative PinForce Images Online module allowing members of the public to check the veracity of parking fines.

**MELBOURNE, January 15th, 2010** — PinForce Images Online, which went live on the Council's website this week, shows photographic evidence of parking infringements which can be verified by entering the fine number and the vehicle registration number.

The module operates by downloading images from the PinForce system carried by all Pittwater's parking officers to issue parking fines. The devices automatically take photos of offending vehicles with the time and date of the infringement recorded on the image.

Compliance Manager Jeff Lofts said that Council expected to recoup the costs of the module within weeks. "The advantage of the system is that it will free up officer's time which is currently spent on phone calls discussing fines with members of the public," he said.

"From the public's point of view, they can go online and within a few moments get instant verification of whether a fine has been correctly issued." He also said infringement notices could still be challenged by writing to the NSW Infringement Processing Bureau.



The screenshot displays the DCA logo at the top. On the left is a search form titled "Search for Parking Infringement Notice" with fields for "Infringement Number:" and "Vehicle Registration:", and "Go" and "Clear" buttons. On the right is a "PENALTY NOTICE" form with the following details:

**PENALTY NOTICE**  
Issued pursuant to Part 3 of the Fines Act 1996

ISSUING AUTHORITY: **Pittwater Council**

**INFRINGEMENT NUMBER:** 303661504


Date of Offence: 22/02/2009  
Time of Offence: 02:10 PM  
Between Times: 02:05 PM to 02:10 PM

**Reg. Number:** ABC123  
Reg. Plate Type: Other  
State of Reg: NSW

Make: Holden  
Body Type: Sedan  
Colour: WHITE  
Location: C/S 6  
William Street  
Between: Gresham Street and O'Connell Street  
Suburb: SYDNEY

Offence: 8A04  
Park continuously for longer than permitted

Penalty: \$54



  
\*856 303661504 13102009

You have 21 days to pay this penalty in full or to contest this notice in Court (see over for more details)

Upon login, the web page will display all images related to that infringement as well as all information appearing on the infringement notice, namely:

- a. Offence details
- b. Offence location
- c. Vehicle details
- d. Payment details and options (with links as required)

Below is a mock-up of what this webpage will look like. The banner across the top can be customised to the preferred logo and corporate colours, which is the same for the Log In area.

D C A DATABASE CONSULTANTS AUSTRALIA	
<b>PARKING INFRINGEMENT DETAILS</b>	
<b>Details</b>	<b>Payment Options</b>
Infringement No: 123456789	INTERNET: <a href="http://www.sdro.nsw.gov.au">www.sdro.nsw.gov.au</a> (MasterCard and VISA Card accepted)
Reg. Number: ABC123	PHONE: 1300 130 112 (MasterCard and VISA Card accepted)
State of Reg: NSW	POST: Attach a cheque or money order (with penalty notice number written clearly on the back) to the State Debt Recovery Office, PO Box 4444, Parramatta, NSW 2124.
Make: Holden	<input type="checkbox"/> <b>POST</b>
Body Type: Sedan	<input type="checkbox"/> <b>billpay</b> Pay in person at any Post Office
Colour: Silver	
Offence: 7518 - Disobey No Standing Sign	
Location: Elizabeth Street	
Suburb: Sydney	
Date of Offence: 22 September 2009	
Time of Offence: 10:32 AM	
	
	

About Database Consultants Australia – [www.data.com.au](http://www.data.com.au)

About PinForce - [www.pinforce.com.au](http://www.pinforce.com.au)

DCA is an innovative Australian owned and operated technology company employing 150 staff with offices in Melbourne (Head Office), Sydney, Thailand and Boston, USA. DCA's core business is designing, developing, implementing and supporting innovative mobile solutions. DCA is Australasia's market leader in infringement issuing technology with over 90 installations across Australia, New Zealand and more recently installations in the USA. DCA currently provides infringement issuing systems to all of Australasia's ten largest Civil Compliance Organizations.

Daryl Marshall  
Sales and Marketing Manager  
Database Consultants Australia (DCA)  
Ph: +61 3 9320 9000 (switch)  
Ph: +61 3 9320 9023 (direct)  
Fax: +61 3 9320 9001  
Mb: +61 42 31 87 027  
[DMarshall@data.com.au](mailto:DMarshall@data.com.au)  
[www.data.com.au](http://www.data.com.au)  
[www.pinforce.com.au](http://www.pinforce.com.au)