



License Plate Recognition (LPR)

Deliver a seamless VIP experience to members, repeat customers and first time visitors with Sonny's License Plate Recognition (LPR) and Sonny's Pay Station. As visitors enter a site, the LPR quickly identifies and processes vehicles. This decreases wait time and increases marketing opportunities.

Customers can purchase memberships directly from the Pay Station without the extra RFID tag interaction saving you time and labor.

Enhanced Marketing

Understand your customers and their needs. Track every license plate, their visit, and customer frequency to upsell and drive promotions through your Sonny's Pay Station based on reports.

Fast Service

Expedite membership redemption flow and returning customer recognition. The LPR camera instantly reads every plate that completes a transaction, increasing throughput and eliminating cross-reads or misreads.



Overhead Mounting

Leverage your license plate recognition



Description	Price
Sonny's LPR (License Plate Recognition System)	\$12,000.00

Material ID: LPR

 **CUSTOM COLOR POWDER COATING OPTION**
Contact a Sonny's Sales Representative for details.

Specifications

Mounting	Overhead and Floor Base Mount
Voltage	100~240 VAC. Water-Proof Power Supply POE++
Dimensions	16in L x 16in W x 51in H

Call 1-800-327-8723 to Order

Join Sonny's
OneWash
and Save

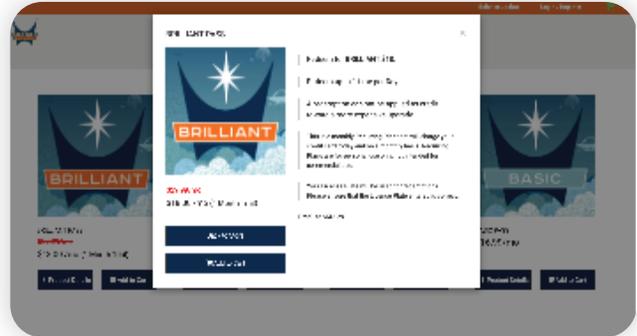
Get Exclusive Member Benefits!
www.sonnysdirect.com/onewash

Sonny's LPR™ Product Features



Memberships

Easily convert customers to members with retargeting messages on the Sonny's Pay Station screen after their first visit.



Membership Sign-Up Online

Customers can join your membership plans by entering their plate into your integrated E-Commerce website and instantly redeem via LPR scan when they arrive at your site.

House Account Overview

License	Exempt	Owner	Payments	Time Used	Car Washes Used	Balance
88 21157	8146 50158 11	86 627 2107	412.1	21:38:4	30 24141	29 242.81
60X6250	61121 1156 0157340	662 070 0226	200.3	020:20:57	020 45400	1249 638
74051911	74051911	74051911	917.1	1:33:57	51 71247	12762 400
719 47 0111	719 47 0111	719 47 0111	917.1	00:00:00	0 00000	218 29
14795 11206	14795 11206	14795 11206	200.3	1:00	00000	7445 638
8027 0111	8027 0111	8027 0111	917.1	00:00:00	0 00000	802 29
8115 0111	8115 0111	8115 0111	917.1	00:00:00	0 00000	811 29

House/Fleet Accounts

Make it easy for House Account vehicles to quickly redeem a wash. If an account holder chooses to upgrade, the House Account covers the base cost and the individual pays the difference.

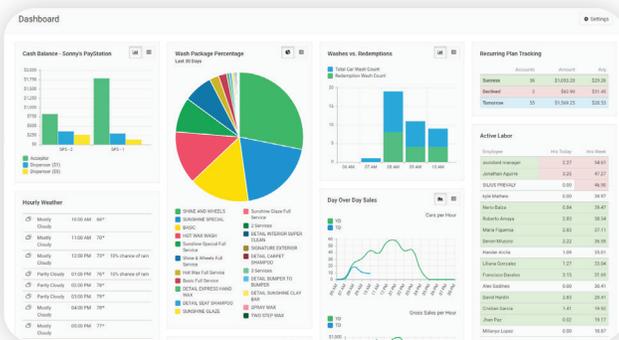
You must love a clean car!
We've seen you 4 time(s) in the last 30 days.

Would you like join our Unlimited Club?

NO THANKS **YES!**

Marketing Like Never Before

Get to know your customer's visit patterns to upsell your services. Present retargeting messages to increase member conversion or surprise a lucky customer with a lottery wash.



LPR Reporting

Dive into performance LPR reports such as new versus returning customers and recurring retargeting for meaningful actionable insights.

Do you wash more than twice per month?
A Monthly Plan saves you time & Money

SKYSCRAPER CERAMIC \$40 (INCLUDES EVERYTHING)
SKYSCRAPER \$25 (INCLUDES HIGH-RISE PLUS)
SKYSCRAPER PLUS \$30 (INCLUDES SKYSCRAPER PLUS)
HIGH-RISE \$20

Integrated to Sonny's Pay Station

Automate visit-based promotions through expertly crafted Pay Station screens, leverage loyalty rewards programs and monthly unlimited memberships.