



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, decreasing wait times, and increasing marketing opportunities.

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

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

Enhanced Marketing

Understand your customers and their needs. Track every license plate and visit and view 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.

DESCRIPTION	PRICE
Sonny's LPR (License Plate Recognition System)	\$11,000.00

Material ID: LPR



Overhead

Specifications

Mounting	Overhead and Floor Base Mount
Voltage	100~240 VAC. Water-Proof Power Supply POE++
Dimensions	16in L x 16in W x 5in H

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 through your integrated E-Commerce and instantly redeem via LPR scan when they arrive at your site.

House Account Overview

Account	License	Plate	Registered	Quantity	Available Credit	Balance
100018104	INDIAN POLICE	100018104	01-01	100000.00	\$7,500.00	\$2,400.00
100000001	INDIAN POLICE	100000001	01-01	100000.00	\$20,000.00	\$210.00
100000011	John	100000011	01-01	100000.00	\$2,000.00	\$200.00
100000012	Steve Test	100000012	01-01	100000.00	Available	\$70.00
100000013	A. Greenberg	100000013	01-01	100000.00	10.00	\$100.00
100000014	UNLIMITED HOUSE ACCOUNT	100000014	01-01	100000.00	100000.00	\$0.00
100000015	Team Training	100000015	01-01	100000.00	100000.00	\$0.00

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.



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 vs returning customers and recurring retargeting for meaningful actionable insights.



Integrated to Sonny's Pay Station

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