

ParkMagic - OpenRoad Republic of Ireland

A Full Service ETC solution

On August 30th 2008 the road toll payment system in Ireland changed forever. On the M50, a six lane tolled motorway and Dublins' main ring road the toll barriers came down and were replaced with a video and transponder based toll system. On the same day ParkMagic introduced Openroad, a toll payment system designed for the mobile consumer. Since that date, tolltag.ie the brand name of ParkMagic OpenRoad in Ireland has rapidly grown to become one of the most popular toll payment systems in the country.

Characterised by a consumer friendly web presence, tolltag.ie became and remains the only toll system to offer 'pay as you go' toll payment on all of the nations toll roads, whether barriered or not.



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No just here but everywhere...

ParkMagic OpenRoad is much more than a software system for toll operations. It is a full service product from ParkMagic designed to market, deliver, operate and support the operation of ETC for toll road operators.

OpenRoad delivers several crucial differences in the Irish market.

Absolute Control of your ETC Solution:

All aspects of the software solution are designed and developed within ParkMagic Ireland. Unlike many off the shelf solutions ParkMagic have the ability to customise any aspect of the solution independently of third parties.

Instant Customer Signup

Unlike any other ETC solution in the market, an OpenRoad system such as Ireland's TollTag.ie requires only a single 30 second call in order for a customer to activate their tag. No credit card or other personal data is required and license plate data is collected electronically.

PostPay, Prepay Have it Your Way:

OpenRoad is the only 'pay as you go' consumer ETC solution available in Ireland today. In addition to supporting traditional 'tag lease' type of customers, OpenRoad provides access to the mobile oriented 'Pay as you go' consumer who can use cash to top up their toll account at PostPoint stores or Post Offices nationwide. Through collaboration with PostPoint, a division of AnPost, toll payment for consumers is as close as their local store.

Tolls and More

Users of OpenRoad in Ireland can use the same account to pay for street parking in a growing network of towns and cities nationwide and for long term parking reservation Dublin Airport.

Unparalleled Support

ParkMagic supports almost 100,000 customers in Ireland 365 days a year and has built a reputation for the competence and efficiency of our customer care service.

Streamlined Logistics

Because of OpenRoad's unique customer registration process, it is the only Tag solution that can be easily and cost effectively retailed. ParkMagic has an established logistics pipeline in place to hundreds of retail outlets throughout Ireland

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OpenRoad is the only 'pay as you go' consumer ETC solution available in Ireland today and was pioneered by ParkMagic. In addition to supporting traditional 'tag lease' type of ETC customers, OpenRoad provides access to the mobile oriented 'Pay as you go' consumer. This capability significantly broadens the appeal of OpenRoad.

ETC customers can use the same account for street parking payment in major cities nationwide and for long term parking reservation is Dublin Airport.

