



Press Release



ICAD Launches Next-Generation Smart Parking Enforcement System in Buraidah

Buraidah, Saudi Arabia – November 2025 – ICAD announced the rollout of a new, fully integrated smart parking management and enforcement system in Buraidah, marking a major milestone in the city's transition toward smarter, more efficient urban mobility.

Al Qassim Region - Buraidah, Saudi Arabia - November 2025 – IPARK, a specialized division focused on parking management and operations within **ICAD** Group, in collaboration with its partner **PanStreet International**, is pleased to announce the successful implementation of its latest smart parking enforcement technology in the city of **Buraidah**, located in the **Al Qassim region**. This initiative is part of the awarded concession contract to manage and operate on-street parking in the city, reinforcing the group commitment to modernizing urban mobility across the Middle East.

Building on the accomplishments of IPARK's current enforcement operations, which utilize **PanStreet's Politess Go mobile application with smartphone cameras**, this new phase introduces an advanced system featuring external vehicle-mounted cameras. This significant upgrade enables faster and more efficient street patrols. The Politess Go app processes video feeds directly on smartphones in real time, allowing for accurate license plate recognition, parking payment validation, and the generation of digital pre-notes for back-office review, all without the requirement for additional infrastructure.

The Politess Go app is now fully integrated with IPARK's parking payment solutions, providing real-time payment verification.

This partnership between ICAD and PanStreet exemplifies the group's ongoing investment in the Middle East and its dedication to delivering innovative and adaptable solutions that assist cities like Buraidah in enhancing urban mobility and improving public services.



About ICAD

Innovative Contractors for Advanced Dimensions (ICAD) is a leading technology and infrastructure Class 1 contractor in Saudi Arabia, specializing in integrated mobility systems, smart city solutions, aviation, ICT, and critical infrastructure projects. Through its IPARK division, ICAD delivers state-of-the-art parking management systems designed to optimize mobility and enhance urban living across the Kingdom.

About PanStreet International

PanStreet International, based in Germany, is a global provider of smart parking enforcement solutions. Its mobile app, Politess Go, empowers municipalities and operators worldwide to implement automated, efficient, and compliant parking management systems.

For more information, visit www.icad.com

For ICAD Media Inquiries, Please Contact:

Coline Ayoub

Marketing Manager

ICAD

+966-55-845-4980

cayoub@icad.com

www.icad.com

For PanStreet Media Inquiries, Please Contact:

Martina Schwarz

Marketing & International Distribution

PanStreet International GmbH

+49 (0) 173-528-1601

Martina.schwarz@panstreet.com

www.panstreet.com



ICAD-PanStreet Partnership Sets a New Benchmark for Smart, Efficient Urban Mobility in Buraidah

