



### CALE ACCESS DELIVERS BUS FARE TERMINALS

Cale Access has received an order to deliver bus fare ticket terminals to the public transport company **Stockholm Transport (SL)** in Sweden. During autumn 2006, SL took the decision to stop ticket purchases with cash on board buses within the Stockholm County.



Cale Access, already well established as a supplier of parking terminals in Stockholm, was one of the companies invited to submit a tender. In January, Cale Access was chosen as the supplier. The ticket terminals were delivered and installed by April 1st, after which time it has no longer been possible to purchase tickets using cash. The terminals are installed at selected bus stops and underground stations.

The new terminals are spread throughout the entire Stockholm region. They are connected via the Cale WebOffice service for the collection of card transactions, gathering of statistics and processing of alarms.

### THE LAUNCH OF A NEW GENERATION

Cale Access has, together with its distributor in the Netherlands **Schmit Parkeersystemen**, successfully launched the next generation of parking terminals on the Dutch market.

The installation of eight Cale Web Terminals (CWT) in the **City of Schiedam**, just outside Rotterdam, began early this year and offers more payment and information options than ever before. A colour touch screen greatly enhances user interaction and, on demand, it can show all of the city's parking areas with tariff information and user guides.



Cale Access Product Manager Anton Kaya says: "We specifically chose the Netherlands as a primary market for the CWT because on-street parking is strongly established there with high demands for innovative products and value added services. Our range of CWT models, together with the Cale WebOffice internet based service, provides an excellent base to meet these requirements." Schmit Parkeersystemen made great efforts in marketing and development, in close co-operation with Cale Access, to make the launch possible.

All of the terminals offer a wide range of payment options such as coins, electronic purse, debit card with PIN authorization and EMV

approved credit card acceptance. Schmit Parkeersystemen is the first company to introduce the PINpas<sup>®</sup> direct-debit card in an unattended environment for on-street parking in the Netherlands.

### CALE CHOSEN FOR THE CITY OF OAKLAND, CALIFORNIA

The **City Council of Oakland**, California, has recently approved the purchase of 500 Cale MPC 104 solar powered multi-space terminals, accepting coins and credit cards, the latter to be processed on-line.

The Parking Director in Oakland, Francine Larkrith-Thompson and her staff have worked tirelessly to bring multi-space parking terminals to Oakland and Cale is proud to have her as a long-term partner.



### NEW ORDER FROM MONTREAL

The **City of Montreal**, Canada, is increasing its number of Cale terminals through its parking authority SCSM.

Cale Systems received an order for 265 additional terminals. These terminals are to replace single-space parking meters and installation across the city began in April 2007. The total number of Cale terminals installed in Montreal has now reached 1100. The city is also planning further installations in the third quarter of 2007 to handle the increased



demand for credit card payment by motorists, caused by increases in parking tariffs.

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## MARKET REPORT

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### UNITED KINGDOM

**Rugby Borough Council** together with **Warwickshire County Council**, have recently installed new on-street parking terminals after more than 20 years of successfully operating Cale parking terminals.

Rugby Borough Council chose the MP 104 Compact model for the new installations, which offer a modern, inconspicuous and slim design, making it an ideal solution for narrow on-street locations.



The terminals were also fitted with a lighting bar making the terminal easy to use at night time even where there is little street lighting.

All of the Cale terminals at Rugby are connected to the Cale WebOffice service.

**Tonbridge and Malling Borough Council** have recently acquired further parking terminals.

Cale has been chosen as the terminals have a proven track record of security and reliability, with the stainless steel construction of the terminal and advanced anti-vandal features.

A small number of the terminals have been installed at new on-street locations as part of a



strategy designed to improve the availability of parking spaces for local residents by making on-street parking less attractive for occasional visitors by introducing charging on certain residential streets. The remainder of the terminals have been installed to replace their older parking terminals stock.

## POLAND

The **City of Pila** is investing in Cale parking terminals and an order has been placed with Cale Polska, the Cale distributor in Poland.

The installation will be completed by the end of 2007. The number of Cale terminals installed in Poland is continually growing. Terminals are already in place in the Polish cities of Malbork und Opole.

The Polish company **Projekt & Parking** has earned a strong reputation thanks to their proven reliability and professionalism, using Cale equipment.



The company has been commissioned to manage the parking in various Polish cities. Particularly in historic town centres with narrow streets and lack of large car parks, there is a constant problem with on-street parking. To level out the number of available parking spaces with the actual demand, more and more cities are now in the process of introducing paid parking.

## SWEDEN

Cale Access has been working to upgrade existing Cale terminals for the traffic administration authority **Trafikkontoret i Stockholm** during recent months to enable payments with VISA and MasterCard.

The upgrade is now in the final phase, which means that 950 Cale terminals in Stockholm now offer motorists the possibility of paying by credit card, and do not need to have loose change to pay for their parking. This also results in less cash handling for the traffic administration authority.

## BELGIUM

**Uccle**, one of the nineteen boroughs that make up the greater Brussels area, recently placed an order for solar powered Cale MPC 104 terminals with the Cale distributor **Krautli**. The terminals accept coins and the national Proton chip card. A proportion of the Cale terminals will replace existing terminals, whilst the remaining terminals ordered will be used to expand the paid parking zones in the city.

Cale Access and Krautli will connect some of the new parking terminals to the Cale Web-Office service to enable the customer to evaluate the benefits of collecting transactions, gathering statistics and monitoring alarms online via the internet.

## USA

**Manchester, New Hampshire** has just installed the same type of Cale parking terminal that Oakland had ordered. At the beginning of this year, 100 Cale MPC 104 terminals were delivered and installed in the downtown area.

**Portland, Oregon** is not a new customer to the multi-space terminals world. Before order-



ing Cale terminals, they had been using a competitor's products. Cale was awarded a new contract in the City of Portland for their future multi-space terminal requirements.

The original Cale installations in Portland were in a suburb of downtown Portland called the Lloyd District. Cale terminals are now being installed in central downtown.

## GERMANY

The German **City of Kassel** invited tenders for the supply of parking terminals. Cale Deutschland GmbH was awarded the contract, and will supply the new Cale terminals during spring 2007, to be installed at various locations throughout the city.

## NEW ZEALAND

On the east coast of the North Island of New Zealand lies the **City of Tauranga** with a population of 105 000, centrally located in a region aptly named by the eighteenth century English explorer Captain James Cook, The Bay of Plenty.

The New Zealand Cale distributor, **Meter Controls Limited**, has been working closely with the City of Tauranga over the past two years and has replaced many of its older parking machines with new Cale terminals.



Cale MP 104 Compact terminals have recently been installed in three all day off-street car parks in the CBD area of Tauranga. These particular car parks had, for twenty years, employed a unique "pay bin" system to collect parking revenue and control parking.

## AUSTRALIA

The new Cale distributor **Traffic Technologies's** first order came from **Melbourne City**. The city is upgrading old Cale MP 102 terminals to the Cale MP 104 model with modem and credit card payment capacity.



Melbourne City has also ordered new MP 104 terminals configured in the same way. The city will connect all of the terminals to the Cale WebOffice service.

## CANADA

On February 1<sup>st</sup> 2007, the **City Ste. Anne de Bellevue, Quebec** reached an agreement with Cale Systems to have Cale MPC 104 parking terminals installed in the picturesque village for a six-month trial period.



This pilot project brought paid parking to Ste. Anne de Bellevue for the first time. Motorists will be charged by the hour to park along St. Anne Street and in several waterfront municipal parking areas. The aim is not to create additional parking but to encourage motorists to use alternative parking areas where possible.

In April 2007, the amusement park **Parc Jean Drapeau** has installed Cale MPC 104 terminals on the small island of Île Ste-Hélène that is a part of the city of Montreal. This island is well-known by all Formula 1 motor racing fans since it is the location of the Canadian Grand Prix. The terminals have replaced the island's gated system that proved to be inappropriate for their clientele.

## SLOVAKIA

In Slovakia, more and more towns are deciding to upgrade their parking equipment to be able to offer better services to motorists. In most cases, the new terminals are replacing old ones.

Cale terminals will be installed in **Košice, Trnava, Poprad, N m/n Váhom, L.Mikuláš** and **Prešov** during the first half of 2007. The town of Kosice is trialing the Cale WebOffice service as a means of improving their control over the payments and to enhance their product maintenance.

## IRELAND

The town of **Fermoy** has ordered Cale MP 104 terminals from **MF Services**, the Cale distributor in Ireland. The terminals are connected to the Cale WebOffice service.

## DENMARK

The Danish county **Svendborg Kommune** switches to Cale terminals

Svendborg Kommune ordered their first ever parking terminals from a major Cale competitor. However, after two years in operation, the county decided to replace the terminals with



Cale MP 104 terminals, principally in order that the Council's terminals are able to accept payment with credit card and offers real time payment that enables motorists to

pay only for the parking time used.

The terminals, supplied by the Danish Cale distributor **TTS A/S**, are equipped with GPRS modem and will be connected to the Cale WebOffice service.

## FRANCE

The **City of Vannes** on the French Atlantic coast has ordered additional Cale terminals. Vannes is one of the oldest Cale customers in France. The city started with the Cale EL 2002 ticket issuing machine in the 1970's and have operated Cale terminals ever since.

The city has already been using a Cale back-office solution and is now trialing the Cale WebOffice internet based service.

## NORWAY

**Oslo municipality** has ordered more Cale MP 104 terminals for delivery in the first half of 2007. Some of them will be solar powered.

Cale AS have received an order from **Nettbuss AS** for Cale MP 104 Compact to issue bus tickets for shuttle buses between hotels and the Oslo airport Gardermoen.

Delivery to major private parking companies such as **Carpark AS**, **Center Park AS** and **EuroPark AS** has ensured a good start to 2007.

In recent months, many Cale MP 104 terminals have been supplied to several municipalities and some of these have also ordered upgrade kits for credit card payment and communication with Cale WebOffice.

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## NEW APPLICATIONS

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### SUCCESSFUL TRIAL OF THE EMV LEVEL 2 CHIP AND PIN

A trial of an EMV Level 2 Chip and PIN solution has been successfully undertaken in the **London Borough of Camden**.



The trial consisted of upgrading two of the Borough's existing Cale parking terminals with a suite of EMV Level 2 Chip and PIN reader and key pad, allowing motorists the choice of paying for their parking by Visa, MasterCard, Delta or Visa Electron, as well as by coins.

As a result of the successful trial of the Cale Chip and PIN solution, the London Borough of Camden is now considering expanding credit card acceptance further across their parking operation.

## PARKING TERMINALS AT PORTSMOUTH GO MULTI-LINGUAL

Portsmouth City Council's talking parking terminals have recently gone multi-lingual.

The Cale parking terminals, which already gave audio messages in English, have now been adapted to speak German, French and Spanish as well.

A number of the terminals, updated with new technology, have been installed at parking areas in the city's main tourist spots. When drivers have inserted their payment, they press a button to select their preferred language.



They then hear a message reminding them to display their ticket in their windscreen, to make sure valuable property like audio and satellite navigation equipment is safe, and to lock their car. Audio functionality is a feature Cale has developed further in the new Cale Web Terminal.

## CALE LAUNCHES WI-FI

Due to growing popularity of city-based wireless communication areas, Cale is preparing to enable Cale terminals with the capacity to communicate with Cale WebOffice over the internet via wireless internet connections, also known as WLAN or WiFi.

A wireless local area network, WLAN, simply consists of one or more devices connected to a central access point. The devices can, for example, be parking terminals, laptops, hand held computers or mobile phones.

Many cities around the world are currently in the process of planning or installing large wire-

less networks that will cover large areas of the cities. City authorities want to use these networks for many central functions within the



community. Data exchange with parking terminals is one such application and both the MP 104 and the Cale Web Terminal will be adapted for this technology.

Cale Access Product Manager Anton Kaya says: "We are developing wireless internet solutions to provide a modern communications alternative to current operator controlled networks and also to provide Cale WebOffice services to areas with no GPRS signal coverage".

## CALE AT OPEN HOUSE IN BELGIUM

In **Brussels**, the Cale distributor **Krautli** presented the future of Cale products – the Cale Web Concept – at an open house event on November 28<sup>th</sup> to 30<sup>th</sup> 2006.

It has become a tradition for Krautli and Cale to invite their customers to an open house event. The purpose is to introduce new product innovations to the market and also to understand how additional services can be offered to new and existing Cale customers.



Approximately 60 private and public customers were present at the three day event, to attend seminars and meet with sales representatives and product managers from both Krautli and Cale.

## CALE WEB CONCEPT IN BERLIN

Both the new Cale Web Terminal and the latest version of Cale WebOffice were presented to invited guests from **Berlin City Council and several surrounding boroughs** at the Berlin office of Stadtraum (a Cale distributor in Germany) on March 20<sup>th</sup> 2007.



Those present were impressed with the many additional features offered by the new product. The Cale Web Terminal allows any additional pieces of information to be displayed, such as tourist information messages. This, together with the terminal's ability to print customized messages on the ticket, means that a parking terminal can also serve as an information terminal. The TFT colour touch screen allows complex graphics and information to be displayed. The visitors were impressed with the advanced security features that Cale has implemented into the new terminal. The high quality standards applied, yet simple construction of the terminals, will minimize the number of service calls, make service and maintenance easier, and will keep operating costs to a minimum. Also appreciated was the close integration of the web terminal and Cale WebOffice.



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## CORPORATE INFORMATION

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### A WORD FROM THE MANAGING DIRECTOR

The first quarter of the year 2007 has ment a booming start for the Cale Group. Our subsidiaries in five countries have, together with partners and distributors around the world, been very successful in recent times, which has led to a increase in volume for the entire company group.

Besides our core business, payment systems for parking, we have also noticed a volume increase of payment systems in comparison with other business areas where our products can be used to automate and simplify cash and electronic types of payment for various services. A prosperous growth has, for instance, been achieved with supplying public transport ticket issuing terminals, where an established cooperation with the public transport company Stockholm Transport (SL) has resulted in large orders for payment terminals and systems to minimize the handling of cash on board buses and trains in the Stockholm region in Sweden.



*Torkel Hårdeman / MD, Cale Access Group*

By heavily concentrating on product development and various marketing activities, our company group is now well prepared for continued growth within our established home as well as international markets, in cooperation with partners and local distributors.

We are now improving our product concept, guided by a great respect and understanding for the needs and demands of each specific market. We are looking forward towards continual positive working relationships with our existing and new customers.

## A CALE PROFILE

Starting with this issue of the Cale Group Newsletter, we will take the opportunity to present some of our Cale profiles. We begin with the Managing Director **Reinhard Kipka** of the Cale Group subsidiary Cale Deutschland, Germany, who has been in the parking industry for more than 25 years.



The first presentation of a Cale product took place in 1980 at a restaurant in Münster. The future experts of parking systems were present, among them Reinhard Kipka, at that time employed by Dambach Werke, Nienburg.

In 1981 a parking terminal was something unknown. "What's that?" was heard among officials in cities and boroughs. Today there are very few cities without parking management. In 1982 Mr Kipka himself installed the first Cale ParkOmaten MP 5005 at the Schlossplatz in Nienburg.

"I have been working with parking terminals since 1980. They have, in some respects controlled parts of my life and will do so, I hope, for a few more years yet. My colleagues and I at Cale Deutschland GmbH relish the challenges presented by our customers" says Mr Kipka.

The German market is highly competitive with both national and international competitors.

Mr Kipka stresses: "We would be nothing without our many loyal customers, both old and new, who have contributed to our sustained growth through their orders for new products, maintenance and other type of services."

## WHERE TO SEE CALE PRODUCTS IN 2007

17–19 April	Traffex 2007, Birmingham, UK ( <a href="http://www.traffex.com">www.traffex.com</a> )
23–25 April	Infopol, Kortrijk, Belgium ( <a href="http://www.xpo112.be/infopol/">www.xpo112.be/infopol/</a> )
18–20 April	Parkeervak 2007, s-Hertogenbosch, Netherlands ( <a href="http://www.parkeervak.nl">www.parkeervak.nl</a> )
08–10 May	Svepark, Halmstad, Sweden ( <a href="http://www.svepark.se">www.svepark.se</a> )
09–11 May	Intertraffic, Istanbul, Turkey ( <a href="http://www.eurasia.intertraffic.com">www.eurasia.intertraffic.com</a> )
20–23 May	IPI 2007, Tampa, Florida, USA ( <a href="http://www.parking.org">www.parking.org</a> )
30 May–1 June	Norpark, Fredrikstad, Norway ( <a href="http://www.norpark.no">www.norpark.no</a> )
04–05 July	Parken, Wiesbaden, Germany ( <a href="http://www.parkhausverband.de">www.parkhausverband.de</a> )
30 Sept.–03 Oct.	Conf. & Trade Show, Charlottetown, Canada ( <a href="http://www.canadianparking.ca">www.canadianparking.ca</a> )
10–12 October	Municipio, Liege, Belgium ( <a href="http://www.municipio.be">www.municipio.be</a> )
10–12 October	Intertraffic, Fort Lauderdale, FL, USA ( <a href="http://www.northamerica.intertraffic.com">www.northamerica.intertraffic.com</a> )

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