



CALE ACCESS

NEWSLETTER 1/2009

EMV IN DENMARK

EMV approval of payment terminals has been mandatory in Denmark since July 2008.



Cale Access AB in cooperation with **Hypercom** and **PBS** in Denmark, has devised a new EMV chip solution for the Danish market.

During autumn 2008, a pilot installation with EMV-approved chip card terminals took place in Odense and Vejle for the private parking company **Europark AS**. The pilot was successful and resulted in Cale being awarded EMV certification for an MP 104 EMV chip solution.

In February 2009, Cale delivered an additional batch of terminals to Europark AS. This time for a new area in Copenhagen.

All terminals are connected to Cale WebOffice via GPRS.

CWT 2120 DELIVERY TO AMSTERDAM

Last year Cale received a large order for Cale WebTerminal 2120 for the city of **Amsterdam** in the Netherlands. Thanks to the good cooperation between Cale Access and **Schmit Parkeersystemen BV** a large number of CWTs are now in service on the streets of Amsterdam. By the end of spring 600 terminals will be operational in the centre of Amsterdam.



ALL SOLAR ON THE PAIGNTON FRONT

Torbay Borough Council decided on MPC terminals when introducing Controlled Parking Zones (CPZs) in the resort towns of **Paignton** and **Torquay**. The terminals are solar powered and networked to the internet-based Cale WebOffice Service.

The Council now operates over one hundred MPC or MP 104 terminals in its off-street car parks and on-street CPZs. The majority of the terminals are solar powered.

Torbay is one of the UK's leading coastal resorts. The terminals are manufactured from stainless steel, making them the ideal choice for seafront locations such as Paignton.



The photograph shows Paignton seafront with both solar powered MPC terminals and solar operated street lamps, which is another solar power initiative from Torbay Borough Council.

MORE TERMINALS FOR CALGARY

Around 450 CWTs are currently operational in the city centre of **Calgary**, including a recent expansion to the Beltline district. Further terminals are destined for the planned expansion as part of the Light Rail Transport project. By early summer 2009, there should be more than 700 machines installed on the streets of Calgary.

NEW INSTALLATIONS IN ITALY

Italian parking companies continue to expand their stock of MPC terminals. The picture shows one MPC that was recently installed in **Genova**. The terminal is solar operated and accepts coin payments.



Eltron, Cale's distributor in Italy, has also installed a number of terminals in the city **Piove di Sacco**, near Padova, and received further orders from **Racale**, near Taranto, and from **Caselle Torinese**, near Torino.

POLAND

Cale Polska Sp. Z o.o. has been distributing Cale products in Poland for a number of years and has recently received an impressive order to commission and service a large number of CWT 104 for the city **Świdnica**.

This is the first installation of the latest generation of Cale terminals in Poland. The installation is also one of the largest projects to have been awarded in the Polish market for some time. All terminals will be administrated through the backoffice system, Cale WebOffice.

The town of Świdnica is located at the foot of a mountain range in Niederschleisen.



OSLO GOES FOR CWT

During autumn 2008, **Oslo municipality** issued a public tender for the supply of parking terminals. The contract was awarded to two suppliers. **Cale AS** was chosen to deliver all terminals for 2009. The city had previously operated solar powered MP 104s. The excellent performance of these terminals was taken into consideration when choosing Cale AS to supply the new terminals. The contract between Cale AS and the Oslo municipality specifies that terminals from the CWT 2100 series will be used.

INTERTRAFFIC CHINA, SHANGHAI

From 18-20 March 2009, Cale exhibited at Intertraffic China for the second time. Cale presented two products from the Cale WebTerminal range and stirred up a great deal of interest from both Chinese and foreign visitors. The visitors also had the opportunity to take a guided tour through Cale WebOffice; the web-based backoffice system.

On 18 March, a special seminar took place, where Ms Ewa Johansson, Deputy Managing Director, and Mr Martin Frid, Product Manager, presented Cale Group, Cale WebConcept and how different customers around the world have solved their parking problems with help of Cale products and solutions. The attendees were representatives of Chinese parking authorities. As a part of the seminar, the attendees had the opportunity to see Cale WebTerminals in action on the stand. The seminar was very well received by the audience and a number of questions were raised after the presentation.



MARKET REPORT

AUSTRALIA

Cale has delivered a number of MP 104 terminals to the **City of Greater Bendigo**. The **Town of Vincent**, on the west coast of Australia and close to Perth, has also installed new terminals.

GERMANY

The cities **Glauchau** in Saxony and **Emsdetten** in North Rhine-Westphalia are amongst the first cities in Germany, to have invested in the latest generation of Cale terminals. Stadtraum GmbH, a partner of Cale Deutschland, has installed Cale WebTerminals 2120. The local authorities based their choice not only on the design of the terminals but, above all, on the flexible presentation options offered by the large touch-screen.

In addition to standard parking ticket functions, visitors to the cities can call up information on local events, the opening times for the civic authorities or a map of the surrounding neighbourhood. In Glauchau it is also possible to buy bus tickets from the terminals, making the CWT a true all-round performer.



Glauchau



Emsdetten

NORWAY

Q-Park is changing its profile, which involves a completely new colour on the terminals.



During autumn 2008, **Bodø municipality** issued a public tender for parking terminals. A framework contract was signed with Cale AS for the next four years. The first delivery has already taken place.

SWEDEN

Q-Park and **Mobilpark** are continuing to receive new projects and expand throughout Sweden.

Jönköping municipality has installed a number of networked MP 104 terminals for post payment in a new parking garage. It has also replaced a pay-on-foot system in another parking garage with an equally large number of terminals, with the same configuration as above.



The parking company **Örnsköldsviks P-bolag** has also placed an order for MP 104 terminals which will be installed in its new parking garage. These terminals will be networked and used for post payment.

Based on its positive experiences with CWT 2110 in the past, the "old" Cale customer **Halmstad municipality** has ordered further CWT 2110s.

NEW APPLICATIONS

TWO MORE MEMBERS IN THE CWT FAMILY

The systems initially launched under the names MP 104 Advanced and MPC Advanced have now been rebranded to **CWT 104** and **CWT Compact**. Mr Anton Kaya, Head of Product Management for the Cale Group, explains that this is intended to clarify that a significant portion of the CWT functionality is also available in the proven and durable housings of previous Cale models.



In addition to increased functionality through software, these new models are equipped with a larger, improved display, that can show tariffs and other information in any alphabet or language. The layout of the display is fully customisable and Cale WebOffice can be used to easily change the information on the screen from a remote location.

Security is always a main focus of the Cale Group when developing new models. As with the other CWT models, the **CWT 104** and **CWT Compact** processes electronic payments

in a secure, online environment, with integration to various banks and clearing houses through Cale WebOffice.

The terminals can be solar operated and offer wireless connectivity to **Cale WebOffice** over GPRS and LAN.

CWT 104 and **CWT Compact** are built to meet future needs. The models are available for new installations, as well as in the form of system upgrade kits for MP 102, MP 103, MP 104 and MPC, once again demonstrating that upgradability and backward compatibility remain a key element of the Cale Group's product strategy.

HOSPITAL STAFF PARKING

Q-Park, responsible for the parking operation outside **Danderyd Hospital** in Stockholm, has worked together with Cale Access to devise a special solution for the hospital parking. This solution makes



it possible to give hospital staff a special discount on the parking ticket, using their individual staff card. In order to prevent this system being abused and the wrong people receiving discounted parking tickets, Cale WebOffice will register how long each ticket is valid, and not allow another discounted ticket to be issued until the previous one has expired. This provides a neat solution to the problem Danderyd was experiencing with its parking tickets.

UPCOMING FEATURE IN CALE WEBOFFICE

Cale WebOffice backoffice services is a popular tool among Cale's customers and Cale continually strives to improve it by adding new and value-based applications. One of the applications coming in the near future includes a parking permit service called **Online Permit Account**. The idea is to give the city an effective tool for parking permit handling as well as to provide the city residents with an easy and flexible solution for resident parking. By assigning an online account to each resident entitled to a parking permit, the city can provide customers with a variable number of hours of parking for free or at a reduced tariff. Account holders can then use the assigned hours for parking whenever they want by using the CWT. The online account can be accessed with a personal RFID card or an account ID, and both can be combined with a PIN code for optimum security. A smart additional feature also allows account holders to give away hours to visiting friends and relatives. This new feature will be publicly available from autumn 2009.

WIRE-BASED CONNECTIVITY TO CALE WEBOFFICE

Alongside GPRS, Cale now offers **Local Area Network (LAN)** solutions for accessing Cale WebOffice from the MP 104 and the CWT. LAN is preferable in areas with insufficient coverage such as underground parking garages, but can also be used to lower communication costs by sharing one internet connection. Fixed internet connections such as ADSL often have a fixed fee, which provides greater savings as more terminals share the same connection. Security features are in place and all transaction data is encrypted according to PCI DSS regulations.

FREE PARKING FOR MEMBERS AT THE ROYAL TENNIS HALL

Members of the **Royal Tennis Hall (Kungliga Tennishallen)** in Stockholm can now use their membership card to obtain free parking at the

club's car park. This is made possible through a new application for the MP 104, developed in co-operation between the Royal Tennis Hall and a parking company of Stockholm, **Stockholms Parkering**. When members entitled to free parking use their contact less card, they obtain a free parking ticket at the MP 104 terminal.



CHARGING EQUIPMENT FOR ELECTRIC VEHICLES

The charging of electric vehicles has received a great deal of coverage in the media lately and many electric power suppliers are working on different projects, with pilot installations due to take place during 2009.

At the start of 2009, Cale took part in a project initiated by **Fortum**. A complete charging station with pay unit was installed on the



Campus Värtan, Lidingövägen, Stockholm. Cale supplied the payment solution: a coin or card payment gave access to the selected charging module and the pay terminal directed the power to chosen charging module for the amount of time the customer had paid for.

Several similar projects will begin during 2009 and Cale looks forward to taking part and cooperating in the different projects, in order to contribute with its competence and experience within the field of unattended payments.

GREEN TRAVEL PLAN IN THE UK

When **West Somerset Council** relocated to new headquarters in Williton, it implemented a travel plan for staff with the aim of promoting environmentally conscious travel choices and reducing the overall reliance on private cars.

A flexible and future-proof solution for parking was needed and public parking was also required to be available at certain times.

Cale provided MP 104 terminals with Cale WebOffice connectivity and an online smart card system based on Mifare technology. The system entitles West Somerset Council staff to a certain number of free or discounted parking tickets per week. The online smart card system is remotely controlled and allows privileges to be altered for any unique smart card in the system, which is a great advantage since the card holder does not need to return the card to the parking office for top-ups.

The terminals are connected to Cale WebOffice. The card reader system is also able to work offline using onboard data storage.



Picture showing Ms Jenny Genge (responsible for implementing the green travel plan) and Mr Mike Lewis (Parking Manager) of West Somerset District Council together with Mr Richard Parsons (Sales Director – Cale BriParc).

CORPORATE INFORMATION

NEW CALE TEAM MEMBERS



In October 2008, Cale Access in Sweden was happy to welcome **Stefan Ekström** to the Service and Support team. Stefan will work as a **Service Technician** and has long-standing experience of the parking segment, having worked both within the public and the private sector.



In December 2008, First Line Support was strengthened by the addition of **Angelica Lind**. Angelica has experience of working in support in several European countries and will act as a **First Line Agent** at Cale headquarters.

NEW WAREHOUSE IN CANADA

Cale Systems in Canada has recently opened a new large warehouse in St-Bruno, near the present Hocquart Street location. The new warehouse is intended to support the growth in North America.

A CALE PROFILE



Sigurd C. Andresen has held the position of **Sales Manager** at **Cale AS** since the establishment of the subsidiary in 2004. His area of responsibility includes sales and service/support. Since 1990, Sigurd has worked with technical parking solutions and, in 1993, he was involved in setting up this business area within Metric AS.

Sigurd studied marketing and business administration at BI in Norway and, before joining the parking business, he gathered broad experience from areas such as the sales of technical office equipment and computer systems, as well as in purchasing.



A WORD FROM THE MANAGING DIRECTOR



Torkel Hårdeman / MD, Cale Access Group

2008 was highly characterised by a global, financial crisis which resulted in a recession in many markets and within almost all business sectors. This, in turn, has influenced the opportunities and willingness to undertake various ventures and investments.

Keeping this in mind, it is very pleasant to state that we within the Cale Group have experienced a favourable and positive development during the past year. Although we have encountered tough challenges and reduced activity in certain markets, our extended product range and operation directed towards further market expansion have enabled us to compensate for effects caused by the crisis and achieve a higher turnover.

We have increased our investments and commitments within the product area, as well as directing our forces towards winning market shares on a broader global market. Our growing organisation is now, in cooperation with our partners and local distributors, preparing for further expansion both in our established home markets as well as internationally.

We continue to improve our product concept, characterised by a great respect for the different requirements and needs of various markets and we look forward to a continued positive cooperation with our existing and hopefully future customers.

ONE FOR THE MONEY, TWO FOR THE SHOW



An MP 5005 is still rocking and rolling after nearly twenty-five years. The machine, which is located in the foyer of the prestigious Weymouth Pavilion Theatre, UK, is used to provide theatre guests with Pay and Display tickets for use in the adjacent car park.

Weymouth and Portland, UK, will be coming very much to the fore in 2012 since it is the host location for the Olympic sailing events.

WHERE TO SEE CALE PRODUCTS 2009

21 - 23 April	Parkex, Birmingham, United Kingdom (www.parkex.net)
27 - 29 April	Svepark, Gävle, Sweden (www.svepark.se)
4 - 8 May	Elfackmässan, Gothenburg, Sweden (www.elfack.com)
17 - 20 May	International Parking Conference and Exposition, Denver, Colorado (www.parking.org)
17 - 18 June	Parken 2009, Wiesbaden, Germany (www.parken-messe.de)
26 - 30 Sept	CPA Conference & Trade Show, Quebec, Canada (www.canadianparking.ca)

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