



CALE ACCESS

NEWSLETTER 2 / 2009

EXPANSION AND UPGRADE IN FRANCE



For 13 years, **Vinci Park**, one of the world's leading parking companies, has been using around 100 Cale terminals for its parking concession in **Asnières** on the border of Paris. This summer, Vinci Park has extended the number of Cale terminals to around 200. Cale SAS were on site to assist in upgrading the terminals to suit local requirements.

POLAND GOES FOR SOLAR



The town of **Opole**, located in the south-west of Poland, is famous for its annual music festival, attracting visitors not just from all over Poland, but tourists from many other European countries to this historical city.

The municipal authority is known for preserving appreciated traditions whilst also encouraging innovative ideas. At the beginning of this decade, Opole was one of the first towns in Poland to regulate parking over a larger area rather than just in the city centre. Opole has increased its existing stock of MP 102 terminals with another fairly large number of terminals, and the same number of CWT 104s will additionally be taken into operation during September.

The technical reliability of the Cale terminals together with their low service and maintenance costs were the particular factors that convinced the municipality of Opole to invest in equipment from Cale Polska. All parking terminals are fitted with solar panels, something that is not currently very common in Poland, but that emphasizes the fact that the municipality considers caring for the environment an important issue.

LARGE CWT 104 ORDER FROM KASSEL

Following a public tender for parking equipment, the city of **Kassel**, in Germany, has placed another order for more than 100 CWT 104s with Cale Deutschland. Together with the existing MP 102 terminals, the city will end up with a stock of almost 200 Cale terminals, plus a number of the "vintage" model MP 5005s. In order to obtain full and instant control over the new terminals, Kassel decided to use the back office service, Cale WebOffice.

The city of Kassel is over 1000 years old and will be the European Capital of Culture for 2010.



Bergpark, Wilhelmshöhe, Kassel

MORE SOLAR TERMINALS TO IRELAND



Castle, Cork, Ireland

Cork County Council has installed a number of solar-powered MP 104s, connected to Cale WebOffice, in the town of **Bandon**. The Cale Pay and Display system was introduced in Bandon in June 2009, and the town had not previously charged for parking. It is envisaged that

Cork County Council can generate revenue from the new terminals whilst also making it easier for tourists and local people to park in the town centre. There are plans to introduce Pay and Display systems in other Cork County Council towns in the near future. Bandon is the sixth town in County Cork to chose Cale's distributor in Ireland, MF Services, as its Pay and Display system provider. This new installation brings the number of Cale MP 104 terminals in County Cork to almost one hundred.

CANADIAN GROWTH

Cale Systems continues its expansion in Western Canada by adding **Red Deer College**, Alberta, as another of its college customers. This major institution in Alberta has chosen solar-powered MPC terminals based on the track record of similar installations in environments of climatic extremes, with very cold winters and hot summers.

In addition, major long-time partners of Cale Systems, such as **Montreal** and **Calgary**, have continued to add equipment, as have several smaller but equally important customers, such as the **City of Kenora**, in Ontario, and **Ste-Anne-de-Bellevue**, in Quebec.

Cale Systems has also upgraded many customers from the much-regarded MP 102 to the MP 104 which accepts credit cards.



Harbour, Oakville, Canada

Sir Fleming College, Peterborough, **Oakville**, and **Northern College**, Timmins, to name just a few. All three are located in Ontario.

Over the past few months, Cale Systems has teamed up with many private operators in Canada, as their products continue to meet the operators' specific needs. Customers such as **Canada Wide Parking**, **Car Park**, **Parksmart**, **Vinci Park**, **Safeway** and **SPAQ** have added hundreds of solar-powered MPC terminals to their existing Cale fleet.



The most prominent city of the south shore of **Montreal**, **Longueuil**, has addressed its commuter parking issues by going on-street with

Cale. Using MPC-technology, several terminals have been installed along the Place Longueuil transit hub where more than 115,000 passengers commute every day.

This partnership was initiated by Cale Systems Inc and it has proven to be a great success. The city of Longueuil is currently studying the possibility of adding more terminals to replace its single-space, on-street parking terminals in the older part of the city, using Cale technology.

The economic slowdown has opened new doors for automated parking and revenue control, and Cale Systems is actively pursuing many new opportunities throughout the business sector.

CWO - GREAT SUCCESS IN THE UK

Huntingdonshire District Council has introduced credit/debit card payment in some of its long-stay car parks. The Council purchased Cale MP 104 terminals with the EMV level 2 Chip and PIN facility. The terminals are networked to Cale WebOffice.

The Council wanted to offer its customers an alternative method of payment to cash, and terminal-based credit/debit card payment was therefore an ideal solution.

The advanced programming capabilities offered by the MP 104 enabled the Council to restrict the available tariffs on certain days of the week, thus ensuring that customers did not inadvertently purchase a more expensive ticket than was necessary.



Sonia Hansen, Huntingdonshire District Council

In addition, **Melton Mowbray District Council** has installed a number of solar-powered MP 104 Pay and Display terminals connected to the Cale WebOffice.

The Council's parking team were particularly impressed with the effectiveness and ease of use of the Cale WebOffice service, and this was one of the key reasons that led the Council to choose the Cale MP 104.

Melton Mowbray is home to the award-winning and now European Protected Status "Melton Mowbray Pork Pie".

Melton Mowbray now has two reasons to smile, with tasty pork pies and tasty parking data.



MARKET REPORT

AUSTRALIA

Melbourne has placed another order for MP 104 terminals to be installed during the autumn of 2009, leaving the city with approximately 200 Cale terminals in total.

CZECH REPUBLIC

In 2007-2008, Cale supplied the Czech parking operator **Atol** in the city of **Hradec Kralove** with a large installation of MP 104s. Despite stiff competition, Atol has, in 2009, once again chosen Cale for its latest supply of parking meters.

IRELAND

Letterkenny Town Council has awarded MF Services with a contract to replace its total number of existing Pay and Display terminals from another supplier over a three-year period. Letterkenny Town Council chose solar-powered MP 104 terminals due to their reliability, ease of use and low maintenance costs. Another contributing factor was that, since 2003, Bundoran, Letterkenny's sister town and run by **Bundoran Town Council**, has had a large number of solar-powered, coin-only MP 102s and is very satisfied with the co-operation with MF Services.

ITALY

A number of solar-powered MPC terminals have been installed in **Domodossola**, near Como in the north of Italy. As Domodossola is located on the Swiss border, it is possible to pay with Swiss francs as well as with Euro, and the coin selector handles both currencies.

In addition, the Italian Cale distributor, Eltron, has received an initial order for MPC terminals from the city of **Racale**, close to Taranto in the south of Italy.

THE NETHERLANDS

Cale has received an order from the municipality of **Dongeradeel** for Cale WebTerminal 2110. This is the first order from the Dutch market for the 2110 model. The terminals will be installed in the main community of Dongeradeel, **Dokkum**.

NORWAY

In October 2009, **Park Nordic AS** will be the first private parking company to operate Cale WebConcept and Cale WebTerminal 2100 for all its installed sites.

In July 2009, Cale AS installed Cale WebTerminal 2120 for public transport between **Gardermoen Airport** and **Oslo City**.

In recent months, Cale AS has delivered MP 104 terminals to partners for pre-payment as well as post payment systems. Cale AS has also recently delivered a number of MP 104 terminals to various other customers throughout Norway.

SWEDEN

Parking: Cale Access has once again been rewarded, by the city of **Gävle**, with an order for a fairly large number of MP 104s for coin and card payment and connected to CWO. The terminals, a number of which are solar-powered, were installed at the end of August and will involve a large renewal of the total stock of Cale terminals in this "old" Cale town.

Public transport: A further installation has taken place in Gävle, this time by the public transport company, **X-Trafik**.

The company has installed two MP 104 terminals for card payment only, centrally located in Gävle, as part of a pilot project. The aim is to make it possible for travellers to buy tickets directly at the bus stop. The terminals are connected to the CWO service.



Anna Almén, X-Trafik

UNITED KINGDOM

After 20 years of service, **Rugby Borough Council** has retired its stock of MP 101 terminals that were located in the John Barford multi-story car park. The terminals were replaced with the latest Cale WebOffice-enabled MPC terminals.



The replacement was actually due to the fact that the Council wanted terminals that could operate on the Cale WebOffice service, whereon which it already has a number of terminals in operation in partnership with **Warwickshire County Council**.

The Council was able to reduce costs and minimise site work by fixing the new MPC terminals onto the old MP 101 fittings.

USA

Cale USA is very happy to announce recently received orders from two current and long-standing customers: **Manchester**, New Hampshire, continues to add to its Cale inventory, as does **Buffalo**, New York. Private operators, **Premier Parking** and **LAZ Parking**, have also purchased terminals for installation in the states of **Connecticut** and **Tennessee**. Other commitments have also been received from **Contra Costa Community College District**, located in the San Francisco bay area, along with **AC Transit**. Lastly, the **County of Arlington**, VA, extended its contract with Cale USA, for the fourth year of a possible 10-year contract.



Manchester, New Hampshire

“PARKEN 2009” IN WIESBADEN

Cale Deutschland presented itself at the “Parken 2009” exhibition in Wiesbaden with a typical Swedish house. Various Cale products such as the CWT 104, CWT 2110, CWT 2120 and Cale WebConcept were displayed in the booth as well as equipment for motor caravan parking places.



The stand attracted plenty of interest from visitors, and a number of good customer projects were initiated.

NEW APPLICATIONS

TESTING OF POST PAYMENT STEP

Post-Payment Step is an upgrade option for parking operators with terminals for pre-payment by card. This functionality is widespread in Norway and is now being tested by **Malmö Parking** in Sweden. Post-Payment Step is a combination of pre-payment and post-payment by card. The customer uses a payment card at the terminal and steps up the desired parking time. If he returns earlier, the customer can discontinue the parking session by inserting/swiping the card again, and will only be charged for the actual parking time. If the customer does not use the card a second time, he will get charged for the total prepaid period. For normal pre-payment, the possibility of shortening the parking session if arriving back earlier does not exist. Post-Payment Step is very convenient for the customer, as he can enter more parking time than he expects to use, but actually only has to pay for the time used.

CARAVAN PARKING SPACE

One of the largest warehouses in Scandinavia, **Gekås**, is located in **Ullared**, in the south of Sweden. The warehouse aims to offer a large and wide variety of goods at unbeatably low prices. Gekås has had up to 26,000 visitors in a single day.



Gekås has its own camp site. In order to make the administration of the parking place/sanitation for motorcaravans/campers more efficient, Gekås has invested in the MPC terminal for card payment, to control the opening of the barrier.

Staying at this parking place is cheaper than staying at the normal camp site, and the terminal is programmed to give special discounts to visitors who use the special “Ullared card”.



ELECTRIC VEHICLE CHARGING



The **Almedalen Week** is an annual event in July on the Swedish Island of **Gotland**. With its speeches, seminars and other political activities, it is considered an important forum in Swedish politics. This year, the environment was a major issue. The car companies Saab and Volvo presented their new hybrid cars, powered by electricity and either diesel or petrol, which are soon to be released. Naturally, Cale was there too, presenting a terminal to enable convenient payment for **Electric Vehicle Charging** in urban and rural environments. The Cale terminal is compatible with charging posts from several manufacturers and is therefore a convenient and flexible solution.



St Mary's Cathedral, Visby, Gotland

CORPORATE INFORMATION

A CALE PROFILE

Stefan Dittrich is the Managing Director of the engineering company **stadtraum**, which has been a Cale partner since 1992. stadtraum is responsible for the sale and support of Cale terminals in eight German states. Furthermore, stadtraum has had a presence in Poland for the last ten years through the Cale subsidiary Cale Polska. Apart from the parking business, stadtraum's second area of focus is to offer engineering consultancy services, mainly within traffic planning.



stadtraum was established in Berlin in 1990, as a consequence of the reunification of Germany. The founders were Stefan Dittrich, Volker Müller and Günther Dittrich, the latter having worked at Dambach for over 20 years and having had experience with Cale parking terminals since the 1980s.

Stefan Dittrich is impressed by the many innovative ideas, which, over the decades, have always enabled Cale to stay ahead of the competition from a technical point of view. Integrated solar modules as well as Cale WebOffice are two such examples.

"With the Cale WebTerminal, Cale has now created the technical prerequisites to expand beyond the parking business area and to capture new customer areas", says Stefan Dittrich. "The cities have looked for a way to be able to present themselves to their visitors in a modern and customer-friendly way. This is exactly what CWT 2120, with its vast graphical presentation possibilities, enables."

NEW SUBSIDIARY ESTABLISHED



During the summer of 2009, Cale Access AB established another subsidiary. This time in France - **CALE SAS**, located centrally in Paris. The founding of Cale SAS is a result of Cale's long-term expansion strategy to establish subsidiaries in all key markets. Cale considers it very important to be able to - with its own local presence - provide parking solutions and services throughout one of Europe's largest on-street parking markets.

José Edo has been appointed Managing Director of Cale SAS. Mr. Edo has long international management experience within the parking sector.



José Edo: "Cale is gathering together a set of very attractive values, combining historical product strength, performance and reliability, together with open-system architecture. In order to optimise their parking operation, French customers increasingly express expectations for cost-

effective solutions as well as responsiveness and flexibility from their suppliers. I am convinced that, with the support of the parent company and international network, Cale SAS will contribute to fulfilling such requirements, thus enabling our clients to improve their return on operations as well as end-user satisfaction."

NEW CALE TEAM MEMBERS



Francesco Snehota joined the Cale international sales team in March 2009. Francesco has a Master of Science degree in Engineering and previous experience from engineering consultancy in Europe and the US.

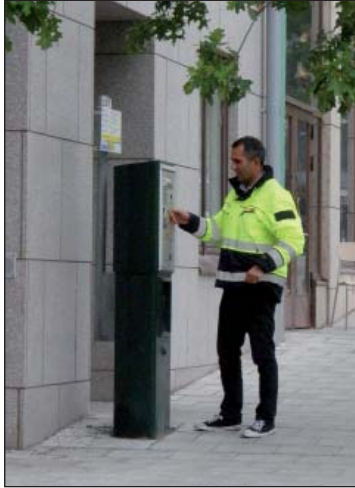


Since June 2009, **Dominique Mérieau** has been Sales and Service Manager at Cale SAS. Dominique has more than 20 years of experience in the French parking-terminal business.



Daniel Bruynel joined Cale BriParc in 2007 as a Service Engineer. Daniel progressed within Cale BriParc and is now Technical Manager. Daniel has a background in Electrical Engineering, as well as MCSA and telecommunications qualifications.





SUPPORT BY WALKING AROUND

Cale support staff are known to be busy people, especially lately, as the Swedish parking company, **TK Stockholm**, has had the software of around 1,000 MP 104 terminals upgraded.

This is a good example of the fact that it is not just the Cale terminals that are environmentally friendly, but the support staff are too, as they walk around while on duty!

WHERE TO SEE CALE PRODUCTS 2009-2010

| | |
|------------------|---|
| 26 - 30 Sept -09 | CPA Conference & Trade Show, Quebec, Canada |
| 7 - 9 Oct -09 | Norpark's Parking Conference 2009, Haugesund, Norway |
| 12 - 15 Oct -09 | National Parking Association (NPA), Washington, DC, USA |
| 18 - 20 Oct -09 | California Public Parking Association (CPPA), CA, USA |
| 27 - 30 Oct -09 | TRAFIC, Madrid, Spain |
| 5 Nov - 09 | IPA Parking Ireland Exhibition & Seminar, Dublin, Ireland |
| 2 - 4 Dec -09 | Florida Parking Association (FPA), Clearwater, FL, USA |
| 11 - 12 Feb -10 | Salon des Mandataires, WEX de Marche-en-Famenne, Belgium |
| 2 - 3 Mar -10 | Parkex 2010, London, United Kingdom |
| 23 - 26 Mar -10 | Intertraffic Amsterdam, the Netherlands |

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