



# CALE ACCESS

NEWSLETTER 1/2006

## PROVEN CONCEPT FOR THE US MARKET



George Levey (Cale Parking Systems), the distributor of Cale equipment in the US, has introduced a successful concept to the US market. A new business model is being offered to the cities and municipalities, which enables them to trial Cale equipment before making a final decision about investment.

Instead, customers are offered a split-revenue model, where a fee per transaction reimburses Cale Parking Systems. This concept has been accepted by, among others, the City of Baltimore, Ocean City and the City of Providence. The advantage to the cities is that they do not need to invest in expensive equipment – they may test and compare the Cale equipment with their existing parking systems.

The cities' equipment and turnover are able to be monitored through Cale WebOffice, which gives them on-line up-to-date information about revenues and the status of the equipment they are using.

The concept has proven to be a success and a result of this is that Cale customers starting off with a trial, like the City of Baltimore and Ocean City, are increasing their number of Cale on-street parking terminals.

Another town where Cale terminals are newly installed is the City of San Diego, where about 50 Cale parking terminals will be installed by the end of May. As a result

of this, more and more west coast cities are looking into on-street parking terminals and this may result in a more significant installation in a Californian city in the near future. This city is also looking into replacing parking meters with Cale parking terminals.

New Haven is another city that is analysing the feedback from its citizens. This project proves that the Cale concept is also suitable for smaller installations and that having on-street parking terminals is a profitable solution even for medium sized cities, which has been the case in Europe for many years.



Although the largest expansion in number of Cale parking terminals is currently taking place on the west coast, it all started on the east coast.

One of the first cities to try the concept from Cale Parking Systems was the City of Baltimore. The city has been testing 70 Cale parking terminals over an 18 month period, which has now led to the decision to go ahead with the system and the investment in 500 new Cale terminals in 2006.

"Cale Access has a long experience of on-street parking which, together with our dedication to our customers, has led to this success," says George Levey.



## BEDFORD BOROUGH COUNCIL CHOOSES CALE WEBOFFICE

Bedford Borough Council have become the first UK user of the innovative Cale WebOffice system, for managing their newly installed Cale MP 104 parking terminals.

Diane Hale of Bedford Borough Council, explains some of the benefits she has found by using Cale WebOffice:

“We have been impressed with the convenience of Cale WebOffice.

As the system is web based, staff can simply log onto the service at any internet enabled computer. As all data management and communications are managed by the WebOffice service, this has released staff from the house-keeping duties that are necessary on locally based systems. We also appreciate how the system gives us easy access to alerts, revenue and terminal activity at any particular terminal at any given time”



*Diane Hale of Bedford Borough Council and Steve Nicholls,  
Managing Director at Cale BriParc*

## THE EVOLUTION OF CALE BACK-OFFICE APPLICATIONS

More and more customers are realizing the advantages of running their on-street parking operations with the help of a back-office system.

The concept of back-office systems is not new. Cale Access started making such systems back in the eighties for the Cale MP 8008 and MP 101 parking terminals. The first systems were based on Microsoft DOS and did not leave much scope for the graphical presentation of data. Data collection was performed

manually at each terminal, which made the data collection process expensive.

With the second generation back-office system, Cale Access increased the customer value by introducing terminal communication over modem connections and graphical presentation. The system included support for Cale MP 102 parking terminals.

The third generation was developed in parallel with the Cale MP 104 parking terminal and focused on detailed event and log data from the terminal.

The fourth generation back-office system was introduced at the same time as Microsoft introduced its Windows XP. The system contained enhanced functions together with improvements in usability and design. The use of a central database with several back-office clients and a new communication technique with a new and better type of billing structure added to the success.

The introduction on the Internet of strong business applications turns Cale Access' fifth back-office generation into a worldwide system. Experience

from four previous generations, together with the input from Cale customers and the enormous potential of the Internet, give the new Cale WebOffice system more advantages than ever before.

Security issues have never been more important and the possibilities to integrate with other systems are almost infinite.

Cale WebOffice uses sophisticated encryption and conforms to ICO/IEC 17799:2005

“Information Technology - Code of Practice for Information Security .

“Our long experience of back-office applications for parking, and the ability to not only using technical advancements but also invent them, give our customers optimal solutions to develop their parking operations. Today Cale WebOffice communicates with thousands of terminals all over the world and we are already working on the next generation back-office system to offer



our customers the best possible value from our products and services” says Product Manager Anton Kaya.

## CALE + EMV = TRUE

The next generation cashless payment standards, also referred to as Chip & Pin, is around the corner. The EMV stand-



ards provides a better security and additional applications besides normal credit or debit payment functions. Cale Access monitors the EMV migration plans for industrial markets and works closely with card industry professionals to provide Cale customers with a fully compliant EMV solution. The first market integration is being made in the UK, the European country with the highest EMV maturity. Cale Access have developed a cost efficient solar powered EMV solution for outdoor use. The product is flexible and handles both “chip only” and “chip & pin”. To offer existing customers a cost efficient solution, an upgrade path for current installations and product portfolio will also be launched.

## STADTRAUM ANNIVERSARY

The German Cale distributor Stadtraum GmbH recently celebrated their 15 year anniversary. Existing customers and partners were invited to join in with the celebrations.



*Ewa Johansson, Marketing & Sales Director at Cale Access, and Reinhard Kipka, Managing Director at Cale Deutschland, as they congratulate Stefan Dittrich, Managing Director at Stadtraum, for the successful cooperation.*

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## MARKET REPORT

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### AUSTRALIA

The Cale distributor has sold additional units to the existing Cale customers Town of Vincent in the outskirts of Perth, Griffith University in Brisbane and Bendigo.

The Town of Vincent has chosen Cale MP 104 terminals to be supplied over a 3 year period. Cale terminals were chosen for their superior quality, operational reliability and cost effectiveness.



### SWEDEN

**Ericsson** in Kista, Stockholm has increased its number of terminals for staff parking. The employees firstly identify themselves using their company ID cards and then pay with credit cards against a special tariff.

Like many other customers, the Swedish security company **Securitas** has now introduced privilege and staff parking using Cale terminals.

**Falkenberg** municipality has decided to buy its first parking terminals accepting credit cards. One of them only accept credit cards. Cale MP 104 Compact terminals will be installed at the square Stortorget which currently is being thoroughly renovated.

**Helsingborg City** is continuing to upgrade its Cale parking terminals with credit card payment and GPRS communication.

**Sundbyberg City** is continuing to replace its on-street equipment with new Cale MP 104 terminals. In a number of areas credit card is the only means of payment allowed and this has substantially reduced expensive coin handling.



## IRELAND

The tourist town of **Macroom** in southern Ireland has recently installed solar powered Cale terminals linked to Cale WebOffice via GPRS. This allows Macroom Town Council to obtain ticket, audit and event information through any web browser. Macroom is the third town in the County of Cork to use Cale Access and the Cale distributor MF Services for their parking operations.

The RDS Showgrounds in **Dublin** has recently installed Cale MP 104 solar powered parking terminals. Cale terminals were chosen by the management company NCPS Ltd for their advanced functions, proven reliability and high security.

Another example that proves the Cale terminal's superior resistance to aggressive climatic conditions is the installation at **Bundoran** (photo below), Ireland's premier seaside resort.



## BELGIUM

The **City of St. Nicolas** decided early this year to upgrade their 110 Cale MP 102 terminals to MP 104 status. The reason for this were the advantages of the MP 104, but above all, the possibility to connect the terminals to the new Cale WebOffice system.



In 2005 Krautli and Cale Access managed to win new contracts with the private parking companies **Apcoa Belgium** and **City Parking**. Apcoa, one of the major players in private parking in Europe, bought 68 MP 104 Compact terminals for its installation in **Turnhout**.

**City Parking**, well established in Belgium, opted for Cale MP 104 for its installations in Tournai and Gembloux, with 82 terminals in total.

In both cases the superior services offered by Cale WebOffice strongly influenced their decisions.

## NORWAY

Orders from the **City of Oslo** and from some of the large private parking operators, in addition to orders from new customers in various types of business, have proven the good market potential for Cale AS in Norway.

Several municipalities are upgrading their Cale MP 104 and Cale MP 104 Compact terminals to accept credit card payment and to communicate online.

More and more customers are using the function where the driver selects post payment and enters a maximum amount to be charged – known as real-time payment.

Most of the new Cale terminals in Norway are now delivered with credit card readers. The terminals are also prepared to communicate online with various Cale back-office systems.

## CZECH REPUBLIC

The Cale distributor **Europeum Praha** has recently sold 25 solar powered Cale MP 104 to the parking operator Stumpova in the city of **Teplice**. This is a major order for the Czech Republic market and it is the first installation where the terminals are connected to Cale WebOffice. The company has a number of Cale terminals installed earlier and the added number of terminals proves the satisfaction with the Cale equipment.



## SPAIN

**Calasparra**, a beautifully located town in the north west part of the Murcia region, has recently bought solar powered MP 104 Compact terminals via the Cale Access partner Amano Spain.

## UNITED KINGDOM

Cale BriParc was awarded a tender to supply **East Lindsey District Council**, based in the county of Lincolnshire, with Cale MP 104

parking terminals for the next 3 years. A proportion of the machines to be supplied will be reduced height terminals, to comply with DDA regulations.

**Forest Heath District Council**, located in Suffolk, has also recently increased its number of Cale MP 104 terminals, which will be managed by the internet based service Cale WebOffice.

## CANADA

The **City of Montreal's** continuing satisfaction with the Cale equipment has resulted in a further order of 120 terminals. The installations in Montreal have proved to be a great success, and for this reason, it has been decided that the Cale parking operation will expand to include areas outside of the city centre.

One of Quebec's largest parking operators, **SPAQ**, is continuing to install Cale parking terminals throughout their off street car parks.

Finally, **Cale WebOffice** is becoming more and more popular with Cale customers in Canada. The service continues to anchor its position in the parking community as **the most complete online service available**.

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## NEW APPLICATIONS AND SOLUTIONS

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The Swedish company **Capio Diagnostik** has bought its first payment terminal from Cale Access with the purpose of collecting payment for mammography services in a recently opened health centre in Tumba, Stockholm.

Visitors can pay with credit card, coins or bank notes or a combination of these means of payment. The staff do not have to handle cash and can concentrate on serving visitors.

The Swedish airport coach company **Flygbussarna** has replaced its ticket vending machines with new Cale MP 104 terminals prepared for credit card payment. All terminals are connected to Cale WebOffice for maximum control and online processing of transactions.

**Fågelbro Golf & Country Club**, Värmdö, Sweden has become another golf club to have chosen the easy and secure Cale solution for round the clock green fee payment. The terminal is a green MP 104 Compact for credit card payment only.

The first green fee terminal installation, at the Swedish **Sollentuna Golfklubb**, has now been in operation for more than three years to the complete satisfaction of the club.

The Swedish company **Sysav** in the city of Malmö has changed its fee payment method at their recycling sites by installing Cale MP 104 terminals accepting coins and bank notes. This reduces the cash handling at the sites thus increasing the staff security.

The **Rockingham Forest Trust**, UK has recently installed a pay on exit barrier system at its newly constructed car park at the Stanwick Lakes facility near Peterborough, a £2 million recreational and wildlife facility that was opened in January 2006.



Stanwick Lakes offers outdoor activities for children and adults and has been developed on a 650 acre site that once was a sand and gravel quarry.

The parking system features an automatic entry barrier and a pay on exit barrier. Occasional visitors pay a fixed fee on exit at the coin acceptance unit, which is an upgraded version



of the standard Cale MP 102 parking terminal. Staff and regular visitors are issued with season cards, which are held close to the proximity card reader that is fitted to the coin acceptance unit. This increases the convenience for the regular visitor, as not only do they benefit from a discounted rate, they also do not need to carry change.

A barrier system was chosen to serve as a capacity count, to ensure that the car park never exceeds capacity, to increase security and to provide greater control over entry and exit times.

The system also features a GSM based help point. This is a particularly useful facility at this rural location, especially for drivers who are exiting outside of normal operational hours. Should a motorist have any problem at the exit barrier, the motorist presses a button to contact the remote CCTV operator, who can then decide to attend site to deal with the emergency, or if all that is required is a one-off barrier raise, the guard can do this by simply keying in a code into their telephone.

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## CORPORATE INFORMATION

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### A WORD FROM THE MANAGING DIRECTOR



*Torkel Hårdeman  
Managing Director, Cale Access Group*

One and a half years have now passed since the Cale companies were separated from the Bewator Group and became a completely separate entity, the Cale Access Group.

During this period we have been able to grow our business significantly within the markets covered through higher volumes and improved profitability. The most significant growth has been in North America, where our US partners in particular have performed excellently in securing several important contracts.

Due to highly improved technical developments, in combination with more strategic marketing efforts, we are now moving towards a position with even increased possibilities to secure a bigger portion of the present market as well as penetrating further markets in the near future.

Furthermore, we are also identifying interesting possibilities to expand our activities into new business sectors, where our products are very well suited to offer advantages for potential customers.

In summary, our market base is growing and we intend to grow with it. The year 2006 appears to be developing into another promising and interesting period for the Cale Access Group.

### CALE 25 YEARS IN GERMANY



The Cale products sold in Germany since 1981 have been widely appreciated among the parking operators. In the early 80-ties old parking meters could be found throughout Germany and even though the meters were in close proximity to the car, drivers were not overwhelmed by this type of parking control device. Having a very high number of meters also meant high costs for coin handling and regular attending to the meters.

The Cale parking meter ParkOfix and the parking terminal Cale ParkOmat MP 5005 offered new ways of lowering the costs for coin collection and maintenance.

The first Cale ParkOmat MP 5005 was installed back in 1981.

Cale Deutschland GmbH was founded in 1993 and today, thousands of Cale ParkOmaten ensure that parking is managed in a safe and reliable way in German cities.



*Installation in Berlin.*

### CALE SYSTEMS EXPANDS

Cale Systems, Canada, is expanding and has employed Raimo Rychlowski as Chief Technician for the province of Ontario.

## **LIKE A VIRGIN**

He thought he knew how to attract beauties and to disarm them. First a hefty kiss, then ...

**BAM** ... head on

Little did he know about the thorough breeding standards practiced within the distinguished Cale family. The attentive admirer was never let inside and the Cale beauty remained untouched.

Unfortunately the photo is a bit blurry, but the admirer wasn't especially sharp either.



## **WHERE TO SEE CALE PRODUCTS IN 2006**

- 26–27 April Parkex International, Earls Court, London, stand C11 ([www.parkex.net](http://www.parkex.net))
- 03–05 May Swedish Parking Association, Stockholm, Sweden ([www.svepark.se](http://www.svepark.se))
- 10–12 May Norparks Parkeringskonferanse, Kongsberg, Norway ([www.norpark.no](http://www.norpark.no))
- 15–18 May IPI, Growth 2006, International Parking Conference & Exposition, USA ([www.parking.org](http://www.parking.org))
- 24–27 Sept. CPA, Edmonton, Alberta ([www.canadianparking.ca](http://www.canadianparking.ca))

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