



## A WORD FROM THE MANAGING DIRECTOR



Dear colleagues and partners!

After around six months as MD, it feels great to be on board, and to write this column for the first time.

Cale is a group of companies with an impressive history of growth, which we obviously want to continue. We have a tradition of product innovation and courage to think in new ways. My vision is to build on this and create a truly global company, a leader in innovation with a successful service business, satisfied customers, partners and employees.

However, in some areas we have challenges and must become even stronger in order to take the next step on our journey. Reliability and openness, in a general sense, will be two corner stones of this change. All our products must have the highest level of quality and reliability. This is what we are known for, our customers expect it from us, and it will be a top priority to continue to supply it.

All our customers – external as well as internal ones – must rely on us to always communicate quickly and openly with them, walking in their shoes.

Openness will be a key word also in terms of the solutions we offer, making it easy to do local integrations on a terminal as well as on a back-office level. In the markets and segments we choose to focus on, our offering should be attractive and competitive.

Together we shall raise the bar for the Cale family. This will not always be easy. This will require hard work. We will learn a lot on the way.

*Henrik Mella, MD, Cale Group*

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## MARKET REPORT

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### AUSTRALIA



New distributor in Australia is the recently created company **Cale Australia**, headed by Brian Smith (Parkonsult Ltd.).

In November 2010, Cale Access AB exhibited together with the Australian distributor at APC (Australian Parking Convention) 2010 in Sydney. The terminal CWT Compact was exhibited at the show and a large number of people visited the booth.

### AUSTRIA

The Cale distributor Neuhauser has received a repeat order for MP 104 terminals from the **City of Neusiedl**. This sign of confidence is based on previous satisfaction with the Cale MP 102.



## BELGIUM



The parking operator APCOA has given the Cale distributor Krautli an order for an extension of a large number of MPC terminals to the city **Turnhout**. Cale is the best solution available for the customer as the terminals are reliable and the connection to the back-

office system CWO gives them a good overview over all the terminals.

## CANADA



After hosting the most successful Olympic Winter games in history, the **City of Vancouver** decided to become home to the most advanced multi-space parking terminal in the World: the CWT 2115.

The City of Vancouver has ordered a number of solar powered CWT 2115 terminals from Cale Systems. These are fully equipped for coin and credit card payment. They also have GPRS wireless technology and are backed by the CWO2 back office software tool.

Installed around the renowned Rogers Place, where the BC Lions football team and the Vancouver Canucks hockey team are playing, the Cale terminals use an integrated pay-by-license technology with online license plate enforcement and online pay-by-phone capabilities.

The location has a very complex tariff structure mixing hourly, daily pass and peak time, with rates changing for concerts, hockey and football venues. The online programming flexibility and rate capabilities of the CWT software is bringing added value to Vancouver parking operation which has to deal with constant rate changes.

More than 2,2 million people live in the Greater Vancouver Regional District and the City of Vancouver is one of the fastest growing cities in Canada, driving some of the most advanced sustainable transportation policies in order to address needs for the growth of its urban areas whilst ensuring that the needs of pedestrians, cyclists, commuters and drivers are managed efficiently.

## ESTONIA

There is a lot going on in Estonia right now. At the start of the year, the Euro was introduced and in **Tallinn** it is now possible to pay for parking at a Cale-terminal with coins, bank notes or by card.

Cale is the only supplier in Estonia able to offer EMV-approved payments. This is thanks to an integration of an EMV card reader in an MP 104 terminal. This was very successfully performed by the Cale distributor Hansab.

### *20 Years jubilee for Hansab*



In February, the Baltic distributor Hansab celebrated its 20th birthday. Cale, with a long and successful historical cooperation with Hansab, of which the EMV integration is a recent example, of course attended the celebration.

## GEORGIA

The Turkish Cale distributor Erben has received an order for a number of MP 104 solar terminals for coin payment from their existing customer, the **City of Tbilisi**. Tbilisi is satisfied with the service they have received from Erben in the past.

## GERMANY

In February 2011, the Cale distributor stadtraum has installed a number on MPC terminals, with CWO connection, in the city of **Arnstadt**. This new customer is satisfied with the performance and a complementary installation will take place in March.

## GREAT BRITAIN



The **Channel Port of Dover**, situated on the south-east tip of England, has always been of importance to cross-channel traffic and recently, to improve parking facilities, they decided that it was time to invest in new more

modern terminals.

Their existing terminals were very old and unreliable and had experienced some problems. Dover Harbour considered Cale BriParc to be the best option after comparing it with alternative terminals and back office software. Consequently, MPC terminals with the innovative Cale WebOffice service have been installed.

With the installation of the Cale terminals, described problems have been rectified and the customer is saving time and money, as the need to physically tend the terminals has considerably reduced.

## HOLLAND

Customers of the Cale distributor Schmit Parkeersystemen in the Netherlands keep adding to their stock. In Q4 2010 the cities of **Amsterdam** and **Utrecht** have placed subsequent orders for more CWT 2120 terminals. The city of **Maastricht** is running an evaluation for CWT terminals.



*Maastricht*

So far this year, Utrecht has yet again placed another large order for CWT 2120s. Furthermore, Schmit has been awarded the contract to supply two midsized cities in Holland with a mixture of CWT 2110 terminals with/without coins and cashless payment media. This again proves the flexibility of the CWT product and the ability of Schmit to adapt it to the needs of the Dutch market.



## IRELAND

The Cale distributor **MF Services** has started work to connect around 50 existing terminals to the backoffice service Cale WebOffice. This is because it offers customers better follow-up services and the option to receive comprehensive statistical reports.

## ISRAEL

From December 2010, Cale is expanding into the Middle East, starting with an initial installation of CWT Compact-terminals in the **City of Yehud** in Israel. The software was adapted in order to handle the currency and language of this country.

The terminals were made operational in January 2011.



A further installation of CWT Compact solar-terminals has taken place in the **City of Mashina**.

## NORWAY

Among others, **Bærum** and **Drammen** municipalities have ordered more MP 104 terminals over recent months. Drammen municipality has even ordered CWT 2120 to be used in a solution for residential parking.



Private parking companies like **EuroPark AS**, **Q-Park AS**, **Park Nordic AS** and **Time Park AS** are all using MP 104 for

new projects.

**SAS Ground Service** has installed another CWT 2120 issuing bus tickets in the arrivals area at **Gardermoen Airport**.

## SWEDEN

### *Post Payment Certificate*

In February, Cale received a certification for EMV post payment for Sweden and Denmark. The certification took place in **Århus** in Denmark. Since then, almost 20 terminals have been installed in **Horsens Municipality** in Denmark.

In February the introduction of the first EMV post payment system in Sweden took place in **Södertälje**, south of Stockholm. The operator employed students to be available in order to explain how the system works and help parkers through the payment procedure.

### *Process of EMV Upgrade*



**Stockholms Trafikkontor** has ordered EMV-upgrade for their total stock of Cale

terminals located in the Stockholm area. The terminals will be rebuilt in order to offer the customer a higher degree of security and to comply with the latest EMV standard. Cale Access has also been asked to take care of the complete upgrade process in the streets. At the beginning of March, around 150 of a total of 900 terminals have been upgraded.



**Stockholm Parkering** has also placed an order with Cale Access for EMV-upgrade of close to 300 terminals, with 230 terminals upgraded to date.

Furthermore, a large number of Swedish municipalities are through with their EMV-upgrade. Just to mention a few: **Kungälv, Lund, Växjö, Jönköping, Kalmar, Gävle, Norrköping** and **Karlstad**.

**Kristianstad Municipality** is due to undergo an upgrade of their around 80 terminals.

#### **Further Orders**

**Eskilstuna** has placed an order for expansion of their stock with a large number of MPC terminals.

Furthermore, the Municipality of **Sundsvall** has expanded its stock with a large number of MP 104 terminals.

The private airport, **Kristianstad Airport**, has placed an order for a number of additional MPC-terminals connected to CWO.

Europark has taken over the operation of the parking area outside **Kistamässan** (Kista exhibition) and installed a number of MP 104 terminals with EMV-reader and connection to Cale WebOffice.

#### **USA**

From coast to coast, Cale Parking USA has begun 2011 with multiple sales orders. Throughout the US, Cale Parking USA is preparing to install terminals from **New Hampshire** to **San Diego**. Cale Parking USA has thousands of terminals in its backlog, including orders that will be delivered to **Cincinnati, OH, Bloomington, IN, Chicago, IL, Portland, OR, Wilmington, DE, Arlington, VA, Baltimore, MD, Capitola, CA** and **Key West, FL**.

*"We are eager to keep up with our production schedule. With multiple terminals leaving the warehouse almost daily, we are moving at a capacity that motivates us to keep working smarter,"* reported Corporate Warehouse Manager, Jim Farinas.

#### **In the words of employees from Cale Parking USA**



In fact, just walking into the corporate office, you are struck by the excitement of the employees.

The warehouse team is helping each other assemble terminals; the trainers are improving the knowledge base for simplified training materials and the Cale Parking USA help desk remains open and available to customers on any day of the week and at any time. The President of Cale Parking USA, George Levey, commented, *"It's thrilling to watch the team come together and continue to grow. Everyone wants to be a part of the action and go above the normal call of duty to make sure our deadlines are met and Cale Parking USA remains the recognized leader in the multi-space parking terminal industry."*

With this kind of corporate teamwork and sales orders on the rise, Cale USA is headed toward continual phenomenal success this year. VP Sales Director Ryan Bonardi said, *"2011 has started off with an explosion in sales and it doesn't look like the trend is going to slow down anytime soon. With such a dedicated team behind the sales department, Cale USA is poised to set a new yearly sales record."*

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## NEW APPLICATIONS

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### ELECTRICAL VEHICLE CHARGING IN GERMANY



Cale Deutschland has started a co-operation with the German company Mennekes

Elektrotechnik GmbH & Co. KG, located in Kirchhundem. Together, they are introducing an electric vehicle charging station to the market, where the payment will take place at a Cale terminal.

The partners presented this combination of equipment for the first time at 'E-world energy and water' in Essen. This exhibition took place from 8 to 10 February 2011. Further planned presentations are at the Hannover Messe (exhibition) taking place from 4 to 8 April 2011 and at the 'Parken' exhibition in Wiesbaden, from 11 until 12 May 2011.

This technique makes it possible for cities and municipalities, or private parking operators, to prepare a cost-efficient infrastructure for electric mobility. A commitment to a certain energy supplier is not necessary. The duration of the parking period can be efficiently used for charging of the vehicles engine.

In the near future, Cale Deutschland will start up a number of pilot projects throughout Germany.

The co-operation with the company Mennekes, leading manufacturer of industrial plug and socket devices, promises quality, security and reliability.

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## CORPORATE INFORMATION

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### CHANGES IN THE ORGANISATION



**Ewa Johansson**, employed in June 2003 and Deputy MD since September 2008, will assume responsibility for strategic business development, working on top priority projects across the Cale Group.



**Nina Rotar**, previously First Line Support Manager, has, since mid-February, worked in Sales Support at the Cale Customer Care Department. Nina has extensive experience from different positions at Cale.



**Jonny Hägg** is Nordic Service Manager as of October 2010. Jonny has been working at Cale for 20 years plus and has a range of experience from service and support and from all Cale equipment.



**Angelica Lindell** is new First Line Support Manager as of 1 February, 2011. Angelica has been working at Cale for two years and has previous experience of customer services.



**Munir Chbicheb** has worked as an International Support Technician (2nd line) at Cale Access since February 2011. Munir has a technical background and has a number of years of previous experience from support and its processes on the Nordic, French, Spanish and English speaking markets. He also speaks Arabic.



**Kristian Sjöberg** has worked as Service Technician at Cale Access since June 2010. Kristian trained as an electrician and has experience of network installations. Between 2004 and 2007 he worked at the parking operator Nordisk Bevakningstjänst.

## ENVIRONMENTAL THINKING

Cale Access continuously strives at fulfilling its responsibility to the environment and causing as low emissions as possible. As a step in the right direction, Cale has invested in a gas driven, bio gas or natural gas, car for service and support matters.



## NEW SALES MANAGER AT CALE AS



From 1 March, 2011, **Kjell-Magne Edvardsen** has held the position as Sales Manager at Cale AS. Kjell-Magne is replacing Sales Manager Sigurd Andresén, who is retiring after having sold Cale products for 15 years. Cale wants

to thank Sigurd for his great performance with excellent results during the years. Cale is also happy to inform you that Sigurd, on a consultancy basis, will continue working with sales of Cale terminals, making it possible for Cale to continue benefitting from Sigurd's vast knowledge.

Kjell-Magne was previously responsible for Tempur in Norway, where he sold beds and mattresses to the public health sector as well as to consumers.

In addition, he has experience from a company within the Sodexo group, where he was responsible for sales and marketing of automatic machines for food and beverages as well as for improvement of the Norwegian profile.

Kjell-Magne also has extensive experience of various positions within the IT sector. For example, he was, for many years, responsible for one department at Compaq as well as for development of new business areas.



## ANOTHER COLD, SNOWY WINTER IN SWEDEN



Our terminals are a little like people. Some don't mind spending time outside, no matter what the weather is like.

Our friend MP 8008 to the left, based close to our office in Solna, has surely experienced 20+ complaint free winters.

Then, there are some, picture to the right, feeling comfortable with cuddling up under something warm waiting for the summer, when the Gränna harbour restaurant will open, and this season worker can get on with his favourite task, serving guests with tickets.



### WHERE TO SEE CALE PRODUCTS 2011

29-31 Mar.	Traffex, Birmingham, United Kingdom
5-7 Apr.	Parkeervak, Congresscenter "Brabanthallen", City of s'Hertogenbosch, the Netherlands
11-12 May	Parken, Wiesbaden, Germany
17-20 May	Svepark Parkeringskonferens, Malmö, Sweden
22-25 May	IPI Conference & Expo, Pittsburgh, PA, USA
15-16 Jun.	Parkopolis 2011, Paris, France
14-16 Sep.	EPA, Torino, Italy
4-6 Oct.	Nordic Rail, Jönköping, Sweden

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