

# Pay as you go

The simplification of parking systems will ease the process for users, operators, and enforcers alike, says Cale Access AB

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Parking technology is constantly evolving. One noticeable trend, according to Anton Kaya, head of product management at Cale Access AB, is the development toward ticketless systems. The most obvious of the many advantages of a ticketless

system is that the person parking does not need to return to the car with the ticket after purchase. The printing of tickets will become optional, as new forms of physical and virtual methods of payment are made available.

Future developments will yield various ways to initiate, extend, or end a parking session. Parking enforcement officers will benefit from having a uniform system for their enforcement. The identification for enforcement can be done in many different ways, the most obvious of which is to use the license plate of the vehicle itself. However, a decal on the vehicle and electronic devices transmitting radio waves or linking the purchase with the place or area where the car is located will all be new, possible means of identification.

Today's modern IT architecture accelerates this development due to the new integration possibilities offered. A likely scenario could be that the customer starts a parking session in one parking terminal, extends it via their mobile phone, and ends it by simply driving away.

The Cale WebConcept enables such integration and applications, and Cale already has ticketless installations in place in Europe and North America.

Along with the increasing move toward ticketless payment, the use of cashless parking terminals will also increase. One of the advantages with cashless parking is the reduced need for collection personnel to visit the terminals in the street. This, combined with energy-efficient terminals running on solar power, makes the terminals almost independent, further increasing profitability.

The payment terminals of the future are also open to being used for several other payment and ticketing applications, for example within public transport or in connection with social events or entertainment. The terminals can also be used as information points to distribute community information to tourists and



**Cale's Web  
Concept**



### EMV compatibility

All products and services in the WebConcept are PCI DSS level 1 certified. This means that credit card transactions are secure for operators and end customers. In addition to credit cards, local card schemes can also be processed.

The future credit and debit card standard EMV (Europay, Mastercard, VISA) is already available for several Cale terminals and markets. Chip-only and chip & PIN solutions increase card security and owner control of the card used.

Cale WebConcept also provides complete turnkey solutions, such as digital permit handling and ticketless payment functions with enforcement applications.

local people, further increasing the versatility of the terminal and the value generated.

Cale Access AB has designed equipment for unattended payment purposes for over 50 years, starting out with mechanical, coin-operated meters serving a single parking space. Over the years, payment terminals that offer additional services have increasingly been in demand and the company has developed the Cale 'WebConcept', a generic term for seamlessly integrated terminals and management services.

Hosted terminal management services enable users to manage payment operations more efficiently and with little effort. It is easy to keep track of the status of all terminals and access payment transaction details, reports, alarms, and statistics whenever and wherever needed.

"The Cale WebConcept enables users to modernize their unattended payment operation, increase the service offering, and control profit," explains Kaya. "It also saves time, giving users more freedom to attend to other tasks."

Cale WebConcept hosts several applications designed to make daily work more streamlined. One of them is the Terminal Map application in Cale WebOffice, which is based on Google Maps. By assigning GPS coordinates or simply placing terminals on the map, users obtain a bird's-eye view of payment terminals and their current status. Remote management is also a useful feature, so software upgrade functions have been designed.

WebConcept also enables users to generate reports and create statistical analyses in order to carry out and monitor strategic changes. Multiple data transfer methods such as GPRS (cellular network), WLAN (wireless network), and LAN (local area network) are available to suit all types of operations and installation environments. With pre-prepared integration solutions, Cale WebConcept can become an important source or target for existing business-management and error-management systems. ■

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