Making Payment easy

Trade fairs are an ideal platform to present new developments and solutions to an international audience. The Swedish payment terminal specialists, *CALE GROUP*, seized the opportunity to present a new approach to making control easy at the InnoTrans 2008. CALE WebTerminals along with the CALE WebOffice system enable customers to safely and flexibly monitor and control all terminals from the comfort of their desks. And all it takes is a PC and a standard browser.

The Cale WebTerminal concept is widely used for Pay and Ride applications in public transport

For more than half a century now, CALE has been engaged in making unattended payment safe and easy for all parties involved, for those who pay and those who receive the payment. It all started back in 1955, when Carl-Axel Andersson founded the company based on the idea of developing an intelligent, easy to use parking meter. In the same year, he launched the first Orub parking meter.

Since that time, parking meters have come a long way, and CALE GROUP has been at the forefront of technological development in this area. The Swedish specialists have been a driving force in turning parking meters into high-performance, multifunctional payment terminals for parking, ticketing and entrance fees. Today, CALE terminals can be found in more than 40 countries on 5 continents. *"Whether it is a highly frequented shopping mall, a settlement in a remote region, the Australian Outback or the north of Lapland, our payment terminals are in operation around the globe,"* says our interview partner, Ms. Ewa Johansson, Marketing and Sales Director at CALE GROUP.

More often than not, payment terminals are exposed to the elements all year round. Therefore, CALE terminals are designed to withstand some of the world's harshest conditions. *"Our terminals are premium solutions outside and inside,"* underlines our interview partner. *"In terms of safety, performance and versatility, they offer the best price/performance ratio."*

Actually, CALE GROUP provides far more than payment terminals; the Swedish specialists also create integrated high-tech solutions for a wide range of ticketing, payment and control applications. The CWT 2100 series, for example, is the latest generation of terminals for unattended payment. Easy to use and operate, the terminals provide different payment methods, network and communication options, power solutions and security features. For example, the terminals can accept coins, tokens, bank notes, credit cards or chip cards, all with the very latest in electronic verification and security. Powered by battery, streetlight or photovoltaic cell, customers can choose from between different types and sizes of displays and which are available in different languages. Moreover, the terminals are designed as stand alone or networked applications. Thanks to the modular design and a variety of optional extras, the terminals can be configured to best suit the application. *"At present, the CWT 2100 series consists of three models,"* explains Ewa Johansson. *"They include the CWT 2110, 2115 and 2120."*

With the WebTerminal and WebOffice, CALE has opened up new dimensions in flexibility and cost-efficiency. *"WebOffice is an easy way to maximise efficiency and thus reduce costs. All that is needed to monitor, programme and control*

your terminals directly and securely is a standard web browser," says our interview partner. *"It lets you control all functions such as payment, maintenance, occupation etc. Furthermore, WebOffice automatically warns you when a terminal reaches a critical state, for example when tickets are low. So you can minimise downtime and maximise the availability of the terminals. Moreover, you have easy access to statistical data regarding ticket sales, revenues, balance and much more."* Like all CALE systems, the WebOffice is designed with security in mind. Its architecture complies with highest international standards for information security. Therefore, customers can be sure that only authorised persons have access to the data.

Headquartered in Solna, CALE GROUP is internationally active with subsidiaries in Norway, the UK, Germany and Canada and a network of local partners worldwide. *"Our plan for the future, will see further expansion of the global network,"* explains our interview partner. *"We present our products, services and new developments at ten major trade fairs a year, and we also attend local fairs together with our subsidiaries."* Ewa Johansson concludes: *"Now as before, our R&D specialists are engaged in developing new systems in close cooperation with customers that will provide overall efficiency."*