

WHAT IS DRIVING FUTURE DEVELOPMENTS IN PARKING?



*Anton Kaya
Deputy Managing Director and Head of
Product Management, Cale Group*

The world's first single space parking meter, a rather basic construction, appeared in 1935. This style of meter would remain the standard for a further 40 years. Fast-forward another forty years, however, and parking technology has advanced out of all recognition from the 1930s.

What has been the driver behind this revolutionary development? The answer is simple – you and your customers! As with other areas in our everyday lives, we all expect everything to happen more quickly today, and to be simpler and more secure. If we then factor in advances in IT and increasing environmental awareness, it is clear that there are still many changes ahead.

To meet these kinds of ever-increasing demands, Cale has been developing innovative solutions designed to make life simpler for parking operators and their customers all around the world for over 55 years. The Cale development team is constantly striving to match the needs of customers with technological innovations.

CWT Compact is Cale's latest generation of payment terminals with a graphic user interface for displaying rates and other kinds of useful information for customers. Ticketless parking and digital enforcement solutions are made available through licence plate input and data integrations via Cale WebOffice. Smart electronic locks and a totally remote configuration, upgrading and management simplify operations and maintenance.

All these advances mean that today's parking technology is unrecognisable from the 1930s. The common driver for all of them is simplification. Simplification for everyone - customers and operators. Welcome to the future.



CWT Compact Development Team

Content:	Page		Page
The CWT Compact Terminal	2	Market report	4-5
Release of Cale WebOffice 2.13	3	Corporate information	6
CWO 2 also available for MP 104	3	Words from the MD	7
CWT Compact Graphic User Interface	3	Upcoming events	8

PRODUCT NEWS

THE CWT COMPACT TERMINAL



The latest member of the CWT family uses the popular Compact housing and incorporates the complete functionality of the CWT 21 10 and CWT 21 15 as well as new features, such as Contactless Card support and

an enhanced user interface.

Malin Cammack, CWT Compact Product Manager, explains that the combination of innovative functions and solutions makes the CWT Compact unique. Among the most valuable features is the large 6.6" graphic display, giving step-by-step instructions to the customer as well as, for example, information on rates, city events and maps. Below the display, there are four fully customizable and programmable, software-controlled Piezo buttons, together with one accept and one reject button.

Changes to the graphic user interface can easily be undertaken by the operator using Cale WebOffice 2 (CWO 2).

The CWT Compact has an integrated solar panel allowing autonomous operation, which benefits both the economy and the environment.



All payment options operate with the highest security level and the CWT Compact and CWO 2 are PCI DSS certified. Operational security is based on a rugged design combined with innovative solutions for electronic locks, vandalism and brake-in sensors etc.

Furthermore, The CWT Compact is compliant with all relevant standards for disabled access, such as ADA (USA), DDA (UK) and PMR Article 11 (France).

The model is available both as a new terminal and as an upgrade kit for already installed MPC terminals.

CWT COMPACT INSTALLATIONS

Cale SAS has had a busy year so far, with two installations in France for the pre-launch of the CWT Compact.

The cities of **Mérignac** and **Le Mans** operate EMV and coin equipped terminals with electronic locks and Cale WebOffice connectivity.

Also, Le Mans plans to roll out the Cale Online Permit Account, a solution for handling residential permits virtually.

Keven Vithilinga, who joined Cale SAS as Technical Support Manager on July 1st, is closely supervising the start-up of the CWT Compact operations for all new sites in France.



RELEASE OF CALE WEBOFFICE 2.13

Cale WebOffice 2 (CWO 2) has recently been upgraded to version 2.13.

One of the new features included in this release is the Purchase Rules function. With purchase rules, an operator can control the number of purchases for a single terminal or group during a certain time period.

This function can, for example, be combined with vehicle registration number entry and be used to limit the number of purchases a parker can make during a 24-hour period, says **Stefan Jonsson**, Product Manager at Cale Access.

According to Stefan, many customers have been asking for this function and Cale hereby hopes to have met their demand for improved control over their parking operation.

CWO 2 ALSO FOR MP 104

The ambition also to open up CWO 2 for MP 104 has at last become a reality, says Stefan Jonsson. This is something many MP 104 customers, currently using CWO 1, have been asking for. Among many other things, CWO 2 offers improved functions like enhanced possibilities to search for information, Google map integration and customised reports.

CWO 2 was launched in connection with the release of the latest generation of Cale terminals, Cale WebTerminal. Being able to offer the enhanced CWO 2 service also to customers who currently have MP 104 and MPC terminals is very exciting, says Stefan Jonsson.

In coming releases, Cale will enable the possibility to move MP 104 and MPC terminals, including historic data, from CWO 1 to CWO 2.

CWT COMPACT USER INTERFACE

Besides innovation and reliability, one of Cale's core values is openness. Openness in allowing our customers to access functions and settings in Cale terminals that can be customised and adapted with very little effort.

Christoffer Svensson, Product Documentation and User Interaction Manager, explains Cale's ambition to always simplify the work for Cale's customers.

Today, our customers are already benefitting from the Cale WebConcept, which is the result of the tailored interaction between Cale WebOffice and Cale WebTerminal, allowing the operator to control all software parameters and overall configurations remotely.

Besides having the remote upgrade capabilities, Cale has looked over the process from delivery to operation with the aim of also simplifying the work for the customers with regard to preparing the terminal for on-street operation. With this information at hand, Cale has, together with a red dot award-winning partner, designed a standardised User Interface, which today is available in eight languages, in both text and in sound.

Activating the terminal automatically triggers a communication session with CWO and upgrades all software configurations and parameters based on drag and drop settings in CWO. It is also possible to change the software configuration and User Interface according to your needs.

This enables an efficient "Plug&Play" workflow when installing and upgrading terminals. It also permits total control over all the terminals and simplifies administration.



MARKET REPORT



AUSTRALIA

Cale has received repeat orders for further terminals from **Melbourne City** and **Bendigo City**. Cale welcomes returning customers as they prove the quality of the Cale product and show confidence in the new Australian distributorship, Cale Australia.



CANADA

Sherbrooke, 20th largest city in Canada, has officially launched its integrated Pay-by-Space (PBS) parking program on 5 October 2011. The entire city, on-street, off-street, outdoor lots and off-street city parkings, will be equipped with MPC PBS technology to control, collect and enforce parking revenues.

This is the first system of its kind where all components of the city parking system are ungated and unmanned through a PBS system. Implementation is going as per schedule and by end of October, 72 MPC PBS terminals will be open for business in Sherbrooke.

Cale Systems has also been awarded a project to install a fully integrated PBS system combined with Space Sensing, a parking guidance system, at the **University of Calgary**, one of the top ranking Canadian Universities.

This is a unique and innovative project, involving a freely accessible car park with installed MPC PBS terminals at which the parking fee is paid. Each terminal will be fully integrated with Cale's back office system bringing the customer real-time revenue control, space monitoring, space counting, variable messaging and enforcement capabilities. This pioneering project is scheduled for completion in January 2012.



GERMANY

Cale Deutschland has been in charge of the parking operations for the city of **Northeim** for close to 12 years and the city **Lüneburg** for 10 years. Lüneburg is right now discussing extending the contract for another 5 years.

Other customers include the **Municipality of Oberharz**, where Cale Deutschland is responsible for the large parking area **Torfhaus**, the **Ärztelhaus** (doctors' practice) and the hospital of Northeim.

For the past year, Cale Deutschland has also been responsible for parking operations in the city of **Heilbronn**.

The number of cities requesting the services of Cale Deutschland is set to increase as more and more cities are using private companies for their parking operations. With 12 years of experience in the field, Cale Deutschland is well placed to accept similar assignments.



HOLLAND

Cale distributor **Schmit Parkeersystemen** in Holland is enjoying repeat custom. In both the first and second quarter 2011, the **City of Amsterdam** placed two separate orders for several hundreds of CWT2120 terminals.

The **City of Utrecht** similarly placed follow-up orders for more CWT2120 terminals both the first and second quarter of 2011.

A number of new customers, such as the coastal town of **Noordwijk** and the city of **Hellendoorn** in the north-east of the country have chosen CWT 2110 terminals.

After a pilot installation, the city of **Zwolle** ordered further CWT 2120s, making this the most successful model of the 2100 series in Holland so far.



ITALY

Cale has received an order for a large number of MPC terminals from the Italian distributor Eltron. These will be installed in the city of **Foggia**. This will be the largest Cale installation to date in Italy; Eltron has been instrumental in providing tailored solutions for the Italian market.



NORWAY

Environment certificate



Cale AS recently received the **Miljøfyrtårn** certificate. Miljøfyrtårn is a national certification process available for private as well as public companies.

Cale AS was subjected to a thorough auditing process to verify that the company is complying with the defined environmental requirements. This has resulted in the company placing a greater focus on environmentally friendly operation, and the employees being more actively involved with environment measurements. Over the long term, Cale AS is hoping that this certificate will make Cale an even more attractive partner for customers.

EMV certification for MP 104

Cale has received certification approval for all EMV solutions for MP 104 on the Norwegian market. This applies to the payment modes pre-payment, post-payment and post payment with user-defined end time in chip no PIN and Chip and PIN configurations. Pilot projects in Oslo will be continued for final optimisations before a widespread release.

Cale AS has started an internal pilot project for the CWT 2100 series.

Completely autonomous operation

In the interest of increasing efficiency, Cale AS has installed Cale's pole-mounted solar product for the CWT 2110 terminals of **Oslo Municipalities**. This allows the terminals to operate fully autonomously, or 'off the grid', meaning that they are no longer reliant on national electricity networks. Operational costs are reduced and it is better for the environment.



PORTUGAL

Cale's Portuguese distributor F.L. Gaspar has received an order for a large number of CWT terminals that are now being installed in the city of Lisbon for the customer **EMEL**. The terminals have been customised for the local contactless card solution, Lisboa Viva (Calypso contactless family of cards), for public transportation, allowing card payments and user profile-oriented functionality. The terminals are connected to EMEL's control centre via Cale export interfaces.



USA

It has been another busy year for Cale Parking USA. New partnerships have been formed between Cale Parking USA and various customers, including the city of **Albany, NY**, which placed an order for delivery in October.

Existing Cale USA customers have also renewed their relationships with Cale USA by ordering new terminals. Some of these customers include **Ace Parking; Clearwater, FL; Total Parking Solutions; Alexandria, VA; San Diego, California; Baltimore, MD; Colorado State University; Manchester, NH; Chicago Parking Meters; and Minneapolis, MN**, which has ordered a large number of terminals to date, with plans to order more over the next year.

Cale USA also began installing terminals in **Indianapolis** this year.

PREMIERE FOR CALE AT PARKOPOLIS



In June, Cale SAS made its first appearance at the Parkopolis trade fair in Paris, where the new CWT Compact and its

many advantages were presented.

Exhibitions are always good for renewing existing contacts and making new ones, and Parkopolis was no exception.

CHANGES IN THE SERVICE AND SUPPORT DEPARTMENT



From left: Linus Lindqvist, Jonny Hägg, Maja Fröjd, Olle Jacobson, Mikael Ramström, Sophia Lundell, Claes Ericson.

CORPORATE INFORMATION

NEW ROLE FOR JOSÉ EDO



On 1 September, **José Edo** commenced his new role as International Sales Director of the Cale group. In his role, he is part of the Cale management team, reporting to the MD.

José has an MSc in Engineering from Lille University and has spent his entire, 17-years career working within the international parking sector. José has vast experience of the sales process and project management. He is highly customer focused and has held management positions for many years.

In his role as Managing Director, which he assumed in September 2009, José was responsible for establishing and leading Cale operations in France. In his new role, José Edo will focus on international growth and expansion for the Cale group as well as managing the sales team within CaleAccess AB. José will also keep his role as MD of Cale SAS.

Maja Fröjd joined the team on 10 October as the new Technical Support Manager. She will be part of Cale's management team and report to the MD. Maja has an MSc in Electronic Engineering and 15 years of experience within R&D, product management and technical support, being part of management for the past 10 years.

Cale Access has employed **Sophia Lundell** as First Line Support Administrator.

Two previous First Line Support Administrators have taken on new roles.

Olle Jacobson, with Cale since May 2010, joined the field service team connected to EMV over the summer and will continue in this role for the rest of the year.

Linus Lindqvist, at Cale since December 2009, is now working with customer configurations in the Nordic service team.

Another new member of the service team is **Mikael Ramström**, who has been at Cale since the beginning of 2011.

Another change is that **Claes Ericson** will be assuming the role of Acting Nordic Service Manager until the end of 2011, while **Jonny Hägg** focuses on the implementation of EMV for the Scandinavian markets.

A WORD FROM THE MANAGING DIRECTOR



Dear Colleagues and Partners!

As you have read in this newsletter, we have proudly launched our new parking terminal - the CWT Compact. The first installations were made in France during the summer and now the terminals can also be ordered in Sweden. Launches in other countries will follow soon. As always, the introduction of a new product is a challenge and many people at Cale have worked hard to make this happen.

The world of parking is changing and the driving force is digitisation. Today, the output from our system is not always a paper ticket; it can equally be an online signal to a parking right database or a camera-based enforcement system. In order to continue to lead developments and offer our customers the most efficient solutions, we are now investing heavily in R&D. However, it will not be enough to strengthen our organisation. We must also be open to cooperate and integrate with other solution providers. We have exciting times ahead of us!

Henrik Mella, MD, Cale Group

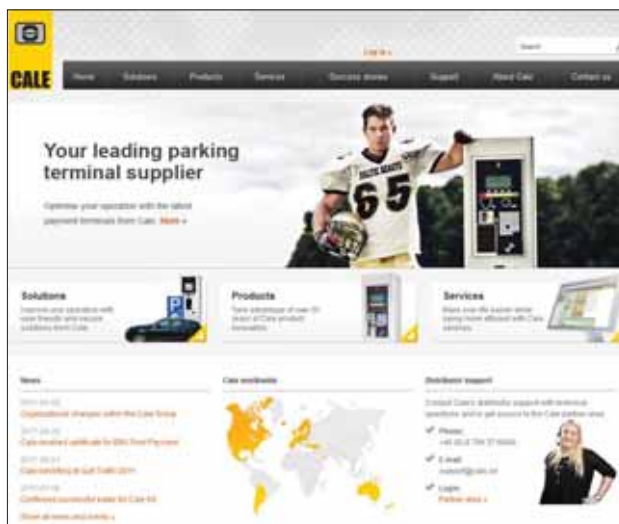
PRODUCT MANAGEMENT



Malin Cammack has been working as Business Project Manager at Cale Access since December 2010. Malin has previous experience from closed cash handling systems. She is also currently Acting Product Manager for the new CWT Compact terminal.

CALE WEBSITE REDESIGN

The Cale website, www.calegroup.se, has undergone a radical face lift and the new design was published mid-October. The other Cale websites will follow before the end of 2011.



CHARITY INITIATIVE FOR CALE PARKING USA



Cale Parking USA has become further involved in the communities in which Cale terminals are installed. The Cale USA Gives Back campaign involves Cale Parking USA installing a specially marked terminal that accepts charitable donations for a charity nominated by the customer. Cale Parking USA has offered to support all aspects of the special terminal, including receipt paper, parts, and monthly back-office service fees. The CALE Gives Back terminal will accept coin and credit card payment and will provide a receipt marked with the charity's name for tax deduction purposes. One hundred percent of the donations will be issued to the customer's nomi-

nated charity, and the terminal will remain supported by Cale Parking USA for as long as the charity nominated by the customer believes the program is successful.

Are you interested in the concept? Contact your local Cale distributor to find out how we can support you.

WHERE TO SEE CALE PRODUCTS 2011-2012

- 12-14 Dec. Gulf Traffic, Dubai, UAE
- 27-30 Mar. Intertraffic, Amsterdam, Holland
- 22-24 May Svepark, Växjö, Sweden

CALE ACCESS AB, Sweden • +46-8-799 37 00 • www.calegroup.se

CALE AUSTRALIA • +61 8 9275 2634 • WWW.CALEACCESS.COM.AU

CALE BRIPARC Ltd, United Kingdom • +44-1892-839 489 • www.calebriparc.co.uk

CALE SYSTEMS Inc., Canada • +1-450-461 08 80 • www.calesystems.com

CALE AS, Norway • +47-22 76 40 20 • www.cale.no

CALE SAS, France • +33-1-45 89 95 06 • www.cale.fr

