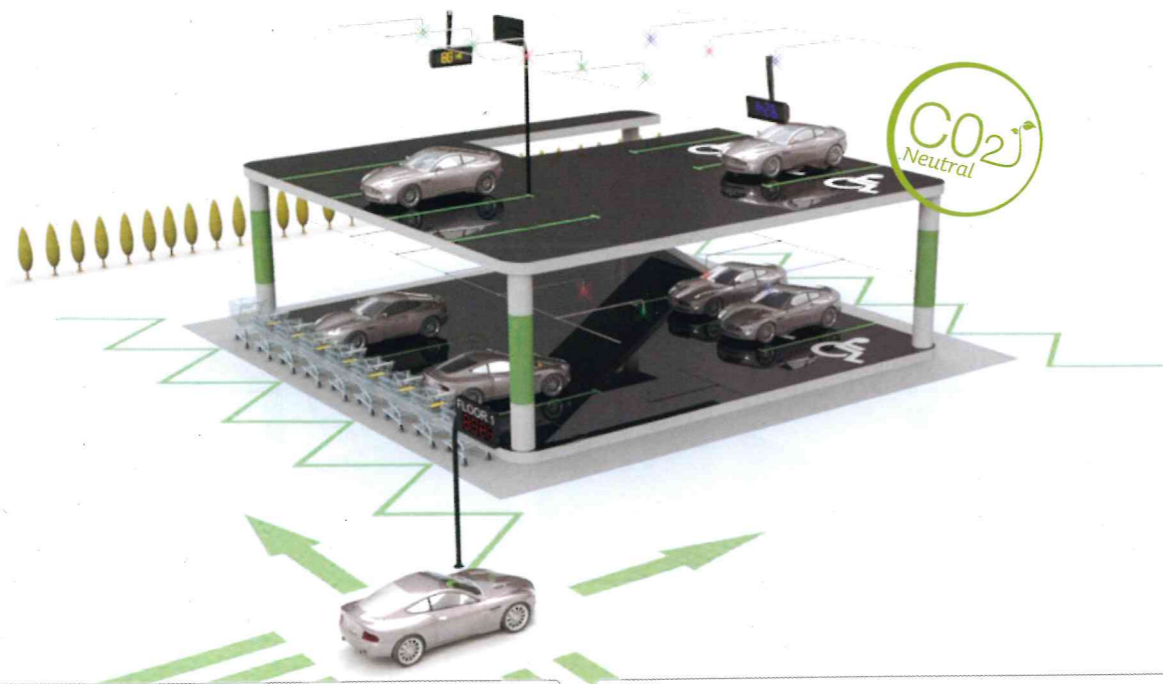


INCREASING MOBILITY AND REDUCING THE ENVIRONMENTAL IMPACT OF CAR PARKING ACTIVITY

- > Parking Guidance Systems
- > Real-time management of On-street parking

Where technology and nature stand together



Advanced Parking Technology

The Advanced Parking Technology is a parking guidance system that reduces the distance from the parking entrance to an available spot by up to 50%, leading to a 70% reduction in the time spent parking.

The Advanced Parking Technology solution provides a strong value proposition for car park owners and operators. It can contribute to operational cost reductions, generate energy savings through lower carbon emissions and allow for the possibility of dynamic management of unused parking space. It can also contribute to revenue increase providing real-time information that can be used to up-sell parking offerings. The system lowers the carbon footprint of car parking activity, substantially contributing to better sustainability. Finally, it provides better quality of service, promoting customer satisfaction.

InteliStreets

InteliStreets is a new and innovative solution for on-street parking places that allows for more effective control of the parking times. Based on a network of magnetic wireless sensors, the InteliStreets solution provides the street infrastructure with the ability of knowing the exact time a car spent on a public spot, allowing for the implementation of new parking services by public operators and city councils. The InteliStreets solution can be integrated with parking meters and can also identify an RFID user card, thereby allowing for new and innovative business models for on-street parking.

With the InteliStreets solutions, city councils can also publish on-line information of real time parking availability on a street-by-street basis, either on internet channels, mobile applications or GPS devices.

Our technology can be part of the solution. The other part is yours.

Portugal | Brasil | Angola

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The simple things

A need to make systems easier to use and far less complex is driving future technological developments in the parking sector

Words | Tina Dahl, Cale Access, Sweden

The world's first working parking meter appeared in 1935, consisting of a coin detector, a dial to engage the mechanism and a visible pointer and flag to indicate when the paid period expired. This configuration and above all the means of payment for parking remained more or less unchanged for some 40 years, until the 1970s. Fast-forward another 40 years, however, and parking technology has advanced beyond recognition from the 1930s.

What has been the driver of this revolutionary development? The answer is simple: parking operators and their customers. As with other areas in our everyday lives, we all expect everything to happen more quickly these days, and to be simpler and more secure. If we then factor in advances in IT and increasing environmental awareness, we can see the shape of the next generations of parking solutions.

To meet these kinds of ever-increasing demands, Cale Access – a Swedish company that first provided traditional mechanical, coin-operated meters over 50 years ago – has developed innovative solutions designed to make life simpler for parking operators and their customers around the world. "One noticeable trend within these developments has been integration between operator-owned systems and solutions from different suppliers to create efficient and operator-specific ticketless systems," says Anton Kaya, vice president and head of product management at Cale Group. "This is an area in which Cale has been a pioneer. We have already installed these kinds of systems in both Europe and North America."

Ticketless benefits

The most immediate advantage of a ticketless system is that the person parking does not have to return to the car with the ticket once it has been purchased. In fact, the arrival of virtual payment means drivers do not even have to print a receipt unless they specifically want a receipt. Having initiated the parking session, the driver can then easily extend the session via a mobile phone app or other wireless technology, all without returning to the vehicle or car park.

This all helps to take the stress out of parking. For drivers, this means no longer needing to carry a roll of coins on them at all times. There's also no more rushing to a bank or being obliged to buy a cup of unwanted coffee to get change that may not be enough – or is actually too much, yet no