



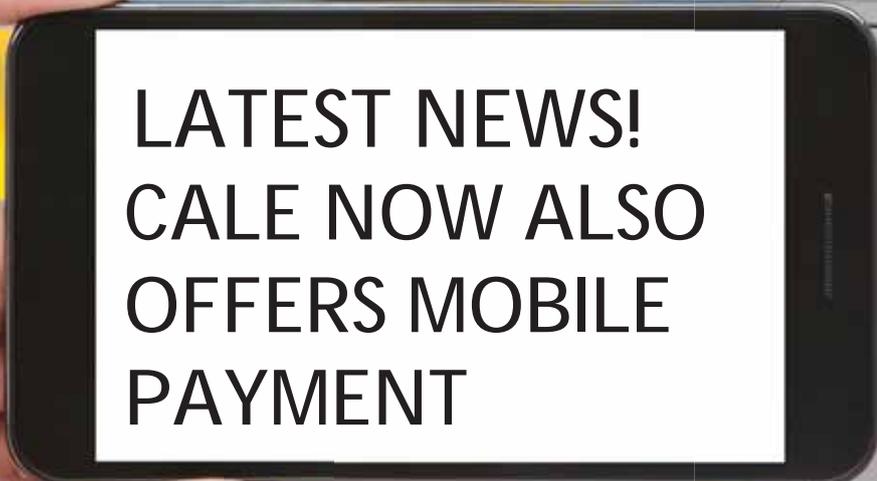
# CALE NEWSLETTER

Issue 1  
2013

## FOLLOW CALE INTO THE FUTURE!

- Enforcement
- Rental
- Mobile payment
- Upgrade possibilities

... read more inside ...



LATEST NEWS!  
CALE NOW ALSO  
OFFERS MOBILE  
PAYMENT



Dear Colleagues and Partners,

The market for parking equipment is becoming increasingly complex and digitised. This development is partly driven by a growing number of mobile phone parking applications. When you pay for parking using your mobile phone, you do not get a ticket to put on the windscreen, and the enforcement officer therefore cannot see whether you have paid or not. He or she needs equipment that can quickly, and in a user-friendly way, check with an online database whether a driver has paid for parking, and whether or not a fine should be issued.

Our customers, towns, cities, and parking operators, require a complete solution where drivers can use many different means of payment (coins, credit/debit cards, Mifare cards, mobile phones) and where their employees can carry out enforcement easily and in a cost-efficient way. It is becoming difficult to navigate among the different technologies available and the myriad options they offer. At Cale, we will offer a complete solution: parking terminals, mobile phone parking, a common back-office system, enforcement equipment, and the software, systems and services to bring it all together and make life easy for our customers.

Many of our customers are going through tough economic times. Under these circumstances, a parking authority or operator should, at least in theory, install more parking terminals, not fewer. However, investment budgets hold them back. Cale is ready to offer parking terminals to the customer at no upfront cost, taking just a monthly fee instead. As this fee will always be much smaller than the revenue generated by the terminal, it will be cash-flow positive from day one, and the decision should be an easy one.

Finally, I would like to welcome the companies that have joined the Cale Group since the past Newsletter: Cale Danmark, Cale Netherlands and Mobiway!

*Henrik Mella, MD, Cale Group*

11:00 AM

### COMPETITION!

Dont miss this opportunity to **win an iPad!**

Simply count the **number of times the word "RENTAL" appears** throughout this newsletter and e-mail the total along with your name, company name, position, e-mail address and country to [marketing@cale.se](mailto:marketing@cale.se).

Your entry should be received by 31<sup>st</sup> July 2013, and the winner will be announced in the next newsletter. If more than one correct answer is received, the winner will be selected by means of a draw.

**Good luck!**

Advanced parking management achieved through a combination of terminals and enforcement from Cale!

## Large upgrade step in the Netherlands - from MP 102 to the latest parking standard

*The capital of the Green Heart, the City of Woerden, will upgrade to the latest technology in parking management from Cale.*

The City of Woerden is an “old” Cale customer, having used MP 102s for a long time before introducing digital enforcement from the new Dutch development company, Cale Netherlands, which is also located in Woerden.

To meet the City of Woerden’s ambitious plans to make the move to fully digitised parking, Cale was chosen to install the enforcement solution, followed by the registration number input terminals. This installation is unique, as it is the first of its kind where terminals from Cale are combined with Cale’s own solution for enforcement. As the City of Woerden points out, this solution will increase revenue by raising the willingness to pay and cutting down on operational costs.

The enforcement solution was implemented and put into operation in June 2012, and the digital permits were introduced in October 2012. The terminals will be renewed and introduced together with registration number input and mobile payment from 1<sup>st</sup> July 2013.

The enforcement solution supports the subsequent addition of components such as mobile phone parking, permits, etc.

The installation will be carried out in collaboration with the operator, ParkeerService.



## New business unit to increase focus on Swedish customers

*In order to be able to serve customers better as the Cale Group grows, Cale has created a new business unit named Cale Sverige.*

As you are probably aware, the Cale Group has grown considerably during the past 18 months, and a number of new subsidiaries have been added to the Group. In order to be able to best focus on the Swedish market, Cale has decided to reorganise forces by creating the new business unit – Cale Sverige.

As of 29<sup>th</sup> April, Swedish customers are being served by the new Sales and Service office, Cale Sverige, headed by Johan Broman.

As before, Cale Access will continue to remain home to the international sales, technical and development departments, as well as marketing and finance.

This sharper division in responsibilities will benefit customers, as it will be easier for Swedish sales and service to focus on the very important Swedish market.

*“I am convinced that this reorganisation will lead to a more personal contact with our customers and a closer relationship with our home market. We appreciate customer feedback about how we can improve our product range to best solve their needs, and, this way”, says Johan Broman, Manager of Cale Sverige, “communications can be improved and necessary decisions taken faster!”*





## Swedish city takes a step into the future

*The launch of the MP to CWT upgrade kit has been greatly welcomed.*

Skellefteå has ordered new doors to upgrade a number of its MP 104 terminals.

The new door is equipped with a graphical display that provides instructions and shows tariffs, thus eliminating the need to change the signs manually each time the tariffs are changed.

The terminals can also be connected to CWO 2, providing access to modern functionality such as the terminal map.



## Revenue and service level increased at golf clubs



*Nynäshamn (picture left) and Skerike (picture right) are among a number of Swedish golf clubs that have invested in Cale equipment for the payment of green-fee charges. The return on investment is short and the advantages are many. A real “all-in-one” solution!*

Giving players the possibility to pay their green fees outside of office hours not only increases revenues but also improves customer service.

The terminal can handle different fees for different times of the day. Furthermore, the money is safe, as the terminal only



accepts card payment, thus minimising the risk of burglary. The card transactions are handled by Cale, reducing administration costs for the club.



### **Did you know? These are the top 5 Cale installations worldwide (number of machines):**

1. Sweden
2. USA
3. Great Britain
4. Germany
5. The Netherlands

## Portrait of a successful, newly established company

*The fact that there was a huge demand for the servicing and maintenance of Cale terminals in Denmark was obvious as soon as Cale Danmark opened its doors.*

In October 2012, Cale opened a new sales and service office in Denmark - Cale Danmark. The company is centrally located in Odense, the country's third largest city.

### The company

Since it was established six months ago, the company, which currently employs three people, has been preparing itself for the servicing of the existing 500 MP 104 terminals in operation in Denmark in the best way possible.

Cale Danmark has therefore built up a complete stock of Cale spare parts, so as to be able to offer professional, efficient and fast delivery, directly from its own stock.



*Picture: Allan Rise and Anders Buch, Support Technicians*

### Plans for the future

The people at Cale Danmark are now primarily focused on upgrading the last magstripe readers to EMV, so that all parking terminals in Denmark will be running the latest standard and guarantee secure and stable card handling.

Cale Danmark has recently signed a service agreement with one of the largest Danish parking operators to service and maintain its entire stock of ticket terminals across Denmark (over 100 MP 104 terminals). The contract includes a thorough inspection of the terminals every second year, and continuous software updates. This will form a good base for the service department.

The company is also to begin introducing CWT to the Danish public. Two CWTs, one CWT Compact and one CWT 2120, are already set up in the Danish showroom to be programmed and used for education purposes.

The first CWT Compact will be delivered and installed in Denmark in mid-May. Thereafter, the terminals in two multi-storey car parks operated by Q-Park will be upgraded from an MP 104 to a CWT Compact post-payment network. This is something that Cale Danmark has been looking forward to.



*Picture: Jens Thorup, MD*

### Interesting projects ahead

Jens Thorup, Managing Director, says, *"In Denmark, we see getting Cale WebTerminal introduced as a big and positive challenge, not to mention the functions this line can offer. We have started getting enquiries for mobile payment and an integrated control function. Large focus is put on enforcement and security, where better solutions can be offered with the CWT."*

## ***Payment card terminal extremely popular with busy customers***

*To improve customer service, Kenden Parking invested in a terminal that accepts payment by credit/debit card for its commuter car park in West Malling, Kent.*

Kenden Parking operates a busy car park in West Malling, Kent, which is located 15 km from the Cale BriParc offices. The car park is located near the train station and is extremely popular with local commuters.

Kenden Parking prides itself on its customer service, and wanted to supplement its existing coin-only Pay-and-Display terminals with a machine that accepted payment by credit/debit card.

Kenden Parking chose the Cale MP 104 terminal. The credit/debit card solution is connected to an ADSL service to reduce transaction times.

Guy Kemsley, owner of Kenden Parking, said, *“The credit card service has been extremely popular with customers. Customers are finding the credit card solution an extremely convenient way to pay for their parking. We offer customers discounted parking rates for longer term ticket purchases and the credit card machine is an ideal way for these customers to make payment.”*



## **The Vikings' 3<sup>rd</sup> success in Kirkby-in-Ashfield, UK**

*Kirkby-in-Ashfield is an example of how an upgrade, rather than the purchase of new equipment, is not only kind on the pocket, but also kind to the environment.*



Success no. 1 – Kirkby-in-Ashfield was settled by the Vikings in the 9th century. The name “Kirkby” derives from the Danish word meaning Churchtown.

Success no. 2 – 1999 – Ashfield District Council purchases its first MP 102 terminal.

Success no. 3 – 2013 - Ashfield District Council upgrades its MP 102s to MP 104s.

Ashfield District Council has recently upgraded its MP 102 terminals to MP 104 technology, which is Cale WebOffice enabled. The upgrade path allowed the council to obtain the latest technology without the expense of purchasing new machines. The upgrade solution was implemented at around one third of the cost of new terminals. Each upgrade took less than an hour, so there was minimal disruption to customers and very little, if any, loss of revenue.

The council has operated MP 102 machines since 1999. The terminals previously operated on the GSM-based TMA solution. (TMA is an old back-office system developed by Cale in the 80s.)

As well as saving money, the upgrade also provided a “green” solution, since the environmental impact of an upgrade is much lower than that of producing a new machine.

## German seaside resort paints terminal in the Swedish colours

*The Cale terminal is highly visible from a long way away. Being painted in yellow and blue, it signals "We love Sweden" - from a distance.*

The well-known seaside resort of Prerow in Germany is located right next to a fine sandy beach that is five kilometres long and up to 80 metres wide. The south of Sweden is only 150 km away, across the Baltic Sea.

The small community on the Darß peninsula put out a tender for new parking terminals at the beginning of this year.

The contract was won by stadtraum, and the MPC 104 terminals will be delivered in time for the start of the 2013 bathing season – and in the national colours of Sweden.



## First CWT Compact installation in Poland

*In February, Cale Polska won a tender for an installation project in the town of Chrzanów.*

In February 2013, Cale Polska won a tender for an installation project in the town of Chrzanów. The project is particularly exciting as it is the first time that the new generation CWT Compact is to be used in Poland.

The town of Chrzanów has 40,000 inhabitants and is located on a mountain range in the region of "Kraków - Częstochowa Jura" in the southern part of Poland.

The region attracts many tourists, as the mountains are made of limestone and have many caves and cliffs. The area is also home to the only desert in Central Europe, the so-called Bledów Desert.

Many castles are built on the Jura, the so-called Adlerhorst castles. Since the 1400s, these have made it possible to communicate quickly using light and smoke signals, all the way from Kraków to Częstochowa. Today, communication is much more sophisticated, and, consequently, the customer required CWO 2 to be included in the order.



## Germany forerunner in using parking terminals to charge electric vehicles

*One characteristic of Cale terminals is that they are incredibly versatile and can be used for a whole range of purposes other than simply in parking applications. A further advantage is that they are very easily integrated with other systems.*

One example of this successful integration in Germany is with Mennekes for the charging of electric vehicles, which makes it possible to charge your car whilst parked. The solution is very user friendly and the customer pays by card or with coins. "It is possible to charge up to eight vehicles at the same time with just one Cale terminal", says Managing Director of Cale Deutschland, Reinhard Kipka.

An integrated thermal management unit controls the temperature so that there is sufficient ventilation. Another control unit is also integrated which automatically shuts charging off if insufficient electricity is available.

*"There has been tremendous interest in this solution at many technical exhibitions", says Mr Kipka.*



## Large installation with exciting features in Ponferrada, Spain

Cale is delighted to announce the installation of more than 100 CWT Compact terminals in the city of Ponferrada.



Photographer: Tony Lindberg,  
Cale Access

The terminals, ordered on a rental basis by the private operator Empark, were taken into operation in the city of Ponferrada in the middle of April. The terminals are configured for coin payment and they have been specially adapted to allow integration with a local city card. This adaptation is built on the flexible interface card from Cale, which makes this kind of integration relatively easy.

This is an interesting installation, as lots of new technology is being used:

- Contactless card payment using Mifare technology.
- Top-up functionality for the Mifare card directly from the terminal.
- Number plate identification, where the possibility exists to use various car registration numbers.
- Electronic fine-cancellation, meaning that the fine is cancelled if you go to the terminal within a certain period of time and pay an amount that is lower than the fine.

One large benefit of this solution is that it is scalable, and the idea is that the customer will eventually add ANPR enforcement, mobile payment and the possibility to pay via the Internet. The customer is moving towards ticketless parking and is aiming to offer the most modern parking solution available in Spain.

## Network installation for multi-storey car park in Sweden

Installation of CWT Compact will soon take place in a large multi-storey car park in the northern parts of Sweden. The multi-storey car park provides 700 parking places, all equipped with a block heater.

Cale has won a tender from the municipality of Luleå for the delivery of a parking system for the Karpen multi-storey car park. The terminals are connected in a network and will replace the existing barrier system. They are intended for post-payment but it will also be possible to pay in advance (normal procedure) or using contactless cards. The functionality used is "Post-Payment Step" as described below.



This installation will be the first post-payment installation with CWT Compact terminals connected in a network in Sweden.

### FACTS:

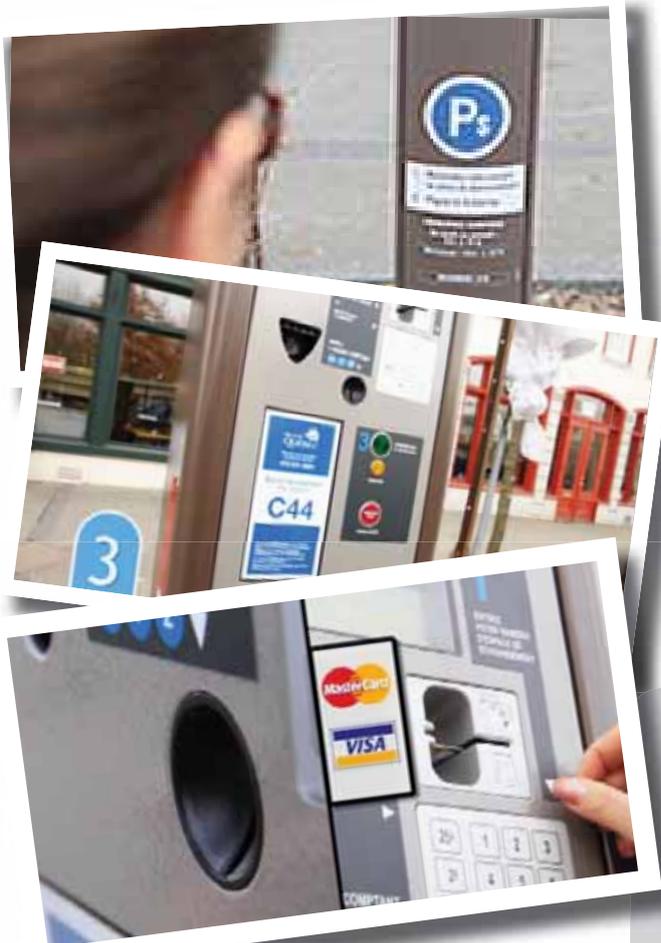
Traditional **POST-PAYMENT** is a procedure where you insert your card in the terminal when you arrive (check-in). When you leave the car park, you insert your card again to finish your parking session (check-out). You only pay for the time used.

With **POST-PAYMENT STEP**, you indicate the time for which you think you will be parking by stepping up the time. When you get back, you just take your car and drive away – no need to check out. If you get back earlier, you insert your card again and you will be checked out automatically.

Post-payment is a very fair way of charging, as you never need to pay for time "just in case". However, post-payment step is better still, as it eliminates the risk of you forgetting to check out (and having to pay the maximum fee).

## The Québec City installation, a stimulating challenge for Cale!

*In December 2012, a large number of solar-powered Pay-by-Space units were installed by Cale Systems Inc. in the City of Québec.*



*Pictures: Ville de Québec*

**We have a lot to show you!  
Take the opportunity to come and meet us at:**

- Svepark, Borås, Sweden, 21-23 May
- IPI Conference, Florida, USA, 19-22 May
- Parkopolis, Paris, France, 19-20 June
- Parken, Wiesbaden, 19-20 June

Please see our website for more information on where to find Cale products in the near future!

This was a unique turnkey project where Cale Systems Inc. was responsible for supplying and installing multi-space parking terminals, along with an integrated back-office system.

The project was extra challenging as:

- Equipment needed to meet Heritage Ministry requirements, in order to fit into the old Québec City on-street urban design. Terminals, displays and posts were built to meet those specific requirements.
- Equipment needed to withstand extreme weather conditions; very hot in summer and very cold in winter.
- Delivery of the back-office needed to be integrated with the existing enforcement system owned by the City.

Cale Systems managed splendidly however!

## More electronic parking terminals coming to Pittsburgh

*Pittsburgh Parking Authority expands successful program and shows continued confidence in Cale's Pay-by-Plate solution.*

In March 2013, the board of the Pittsburgh Parking Authority approved funds to buy and maintain additional Cale WebTerminal (CWT) multi-space parking terminals for the Squirrel Hill, Shadyside and Bloomfield neighbourhoods.

Dave Onorato, the authority's Executive Director, said the terminals would be installed by the end of the summer. The city is in the process of replacing 3,000 outdated single-space terminals.

Cale America was awarded a contract last year to install terminals in the North Shore, South Side, Downtown, Oakland, Shadyside and Bloomfield areas of Pittsburgh.

Onorato said that total street-terminal revenue increased by about 30% in the first quarter of 2013 compared to the same period in 2012. He attributed the increase to the new terminals, which accept credit/debit cards in addition to quarters.

*(Source: triblive.com)*

## Mobile Payment by Cale - An integrated part of the parking operator's total solution

Being able to provide mobility and payment using mobile devices is something that has affected many industries in recent years. For parking authorities and operators, this means an opportunity to offer increased customer convenience by adding mobile payment as an option to other means of payment.

For a supplier like Cale, it is natural to offer mobile payment as part of a complete digital parking concept. Mobile payment is an integral part of both the end customer experience and the operator's daily operations. We at Cale believe that an integrated solution offers several important advantages for a parking authority or operator.

Taking advantage of the benefits of mobile payment is about rapidly increasing usage, which requires a strong focus on the end customer: ease of use and significantly increased customer convenience is essential for success.

By integrating all payment methods into a complete digital solution, the parking authority or operator gets all the transactions in one place and in real time. This enables quick and easy business analysis, as well as simplified and efficient operations, which, in turn increases efficiency and margins. In addition, it allows for the integration of digital enforcement, thereby gaining maximum benefit from the system.

*"I believe having information from all on-going parking sessions in one system would be ideal for the operators. This may require complex system integration, and I think Cale has a role to play in helping our customers and partners",* says CIO and Mobile Payments Manager, Maja Fröjd.

## New products and functionality from Cale with the June 2013 release!

### Post-Payment for the CWT and CWO 2

Post-payment is a function that has been much appreciated since it was first introduced in the MP 104 terminals connected to Cale WebOffice 1 in Scandinavia. With Cale's June 2013 release, post-payment will also be available for our CWT terminals and Cale WebOffice 2. The major benefit of a post-payment system is the effective payment flow, where the end user checks in at arrival and out at departure, or pre-sets an automatic check-out amount or time. Post-payment allows for shorter purchase times at the terminals, and the customer only pays for the actual time parked.

Apart from the benefits to the end user, Cale is also introducing enhanced functionality for parking authorities and operators. Among these are: wireless networks without size limitations, check in/out in different zones and ticketless parking using registration number input. The current CWO 1 manual check-out feature has been extended in CWO 2 to include the possibility of adding a service fee, as well as the option of sending an electronic receipt.





### Upgraded door for the CWT Compact

In order to improve the usability of our CWT Compact, especially for markets with strict disability requirements, we have adjusted the placement of the card reader and PIN-pad units to allow for a better angle of the PIN-pad display. As a part of this upgrade, Cale also chose to flush-mount the area for contactless devices, giving the terminal a more modern look.

### Increased system security

To meet the increasing demands for high levels of security, not just mechanically, but also for the complete system, Cale is now PA-DSS certified. Cale has also been Level 1 PCI-DSS certified since 2008.

### Faster communication for the CWT 2100 series

In February 2013, Cale introduced a new 3G modem for the CWT Compact. We are delighted to report that, with the introduction of a new antenna, our CWT 2100 range of terminals is now also compatible with the new modem. Terminals already installed with the older antenna can easily be upgraded with a new antenna and modem on-site.



### Additional features for Cale customers

In addition to the new products and features previously mentioned, Cale will also introduce an array of new functionalities for our CWT terminals connected to CWO 2.

*Here are just a few:*

- **Central Top-Up:** Centralised top-up functionality for Cale terminals, using code payment. Topping-up is done by entering a code printed on the ticket.
- **Top-up at terminal for contactless cards:** Possibility to top-up your e-purse or Cale Contactless Card contract at the terminal. Card history with latest card balance can now also be tracked via CWO 2, to facilitate card replacement should a user lose their card.
- **Scheduled export of CWO 2 reports:** Enables automated and scheduled export of customised CWO 2 reports to e-mail addresses of the client's choice. Reports are exported in an Excel format or as a link to a CWO 2 URL.
- **Extended measurement data in CWO 2:** It is now possible to view more detailed CWT measurement data in CWO 2. New measurements include modem signal strength, battery voltage, main board temperature, SD card memory usage, sleep current and termination board temperature.

## Cale at Parkeervak in the Netherlands

Cale Netherlands participated at Parkeervak in Den Bosch, the Netherlands, and presented the new cross-platform solution with support for Android, iOS, Windows Mobile and Blackberry for enforcement with ANPR and citation. With this new solution, Cale is the only supplier that can provide such an innovative product that is also tightly integrated with the other Cale products. The visitors were very enthusiastic about the efficiency of the integrated solution, and booked meetings to learn more about the products. Gudron van der Wal, Account Manager at Cale Netherlands, was highly delighted with the response to the solution and says, *“This is a really good product for the customers; user-friendly and highly efficient.”*

## Successful open house



In the middle of April, Cale Danmark held an Open House, where Cale WebTerminal was introduced. Danish municipalities and private operators took part in the event. The visitors were introduced to the CWT Compact and CWT 2120 terminals, the back-office system Cale WebOffice, and the services provided by Mobyway.

The mood was great during the two days, with many interesting discussions about future parking solutions taking place. Cale received plenty of constructive input from the visitors, which will be considered in the future development of the products.

The visitors were very pleased to see the terminals, hear about innovative parking solutions and, of course, about the fact that Cale has established an office in Denmark, which shows that they are a serious partner who can be relied on.



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