



CALE ACCESS

NEWSLETTER 2 / 2010

TURN KEY SOLUTION TO THE UK



Broxtowe District Council installed a number of MPC terminals, some by solar power, others by mains power. All the terminals are connected to the innovative Cale WebOffice Service. The Borough of Broxtowe lies to the South and West of the City of Nottingham.

Cale BriParc undertook both the construction and electrical works, thus being able to provide the Council with a full 'Turn-Key' solution. Several other Councils in the County of Nottinghamshire use Cale terminals, including **Ashfield**, **Rushcliffe** and **Gedling District Councils**.

Steve Nicholls, the Managing Director of Cale BriParc, personally delivered the tender to the Council office. Due to the UK's worst winter weather in a quarter of a century, the usual postal arrangements could not be guaranteed. Steve donned his best winter fishing garments and made the 700 km return journey through the arctic conditions.

SUCCESSFUL SWEDISH EMV UPGRADE

The EMV upgrade, which we discussed in a previous newsletter, has begun in Sweden, starting with **Stockholm Parkering**, **Trafikkontoret Stockholm** and **Trafikkontoret Göteborg**. In Gothenburg, around 200 terminals have been upgraded since the beginning of the summer. The contractor, Göteborgs Gatubolag, is doing the work.

To date around 300 Cale terminals have been upgraded around Sweden; this figure is growing weekly.

Through the payment processor NETS, Cale Access has integrated with the following banks: Swedbank, Nordea, SEB, Handelsbanken, Länsförsäkringar Bank and Teller (formerly known as PBS International).

Included in Teller are: Danske Bank, Sparbanken Finn, Sparbanken Gripen and Sparbanken Syd.

CALE USA STILL GOING STRONG

The Cale distributor, Cale Parking USA, has been staying busy during the first half of 2010.

Its current customer in **Portland**, OR, recently awarded Cale Parking USA an order for 500 more terminals, to be delivered in 2010.



Portland is also slated to receive at least 500 more terminals in 2011. Cale USA is the exclusive terminal provider to the City of Portland.

CONTINUED SUCCESS IN NORWAY

During the first part of 2010, the municipalities of **Holmestrand**, **Kongsberg** and **Oslo** ran a competition for Pay & Display terminals. The municipality of Holmestrand will use MP 104 for on-street parking and CWT 2120 for a combination of harbour fee and parking. The Cale terminals are the first terminals within the Holmestrand municipality giving customers the option of credit card payment. The municipality of Kongsberg will use MP 104 with credit card payment for on-street parking.

One-third of the CWT 2110 for Oslo municipality will have solar panels. The Cale terminals in Holmestrand, Kongsberg and Oslo are connected to CWO2. The experience with solar panels within the city of Oslo (both MP 104 and CWT 2110) was a key factor in the decision for all three municipalities. The delivery of the CWT 2110 terminals to Oslo municipality takes place during August and September this year.

Cale AS also won the competition for Pay & Display terminals for a large hospital, **Ahus**. The MP 104s were delivered in May 2010.



Oslo city centre

PAY AND DISPLAY

GERMANY

Cale Deutschland received an order from the city of **Dingolfing** for equipping a new parking area with several CWT 104 terminals.

In June 2010, the **Würzburger Stadtverkehrs-GmbH** purchased a number of MP 104 terminals. These are intended to replace old MP 8008 terminals.

In addition, in July 2010, the city **Rotenburg/Wümme** upgraded their MP 102 terminals to the new MP 104 technology.

IRELAND



Drogheda Borough Council continues to add to its stock of MP 104 solar terminals. The borough currently has over 150 MP 104 solar terminals on street reporting back to Cale WebOffice. They have placed an order for several more terminals with instal-

lation and commissioning in September 2010. Drogheda Borough Council has been a customer of Cale's Irish distributor MF Services since 2004. Drogheda Borough Council was the first customer of Cale WebOffice in Europe.



Mallow Town Council installed several more MP 104 solar-enabled terminals with Cale WebOffice. It based its decision

on its own experiences with Cale/MF Services for the past 4 years. Mr Pat O'Connor, Town Clerk, said *'It was an easy decision to go with Cale/MF Services due to the reliability of the machines and the excellent service we have received from MF Services over the last few years.'*

Sligo General Hospital purchased several more MP 104 solar terminals. The hospital has been a customer of MF Services since 2008. Lower maintenance and running cost are two of the reasons for choosing Cale terminals.

THE NETHERLANDS

The city of **Veenendaal** is a long-time Cale customer. It has taken the decision to upgrade its old installation of MP 102 to CWT 104. With this upgrade, the city of Veenendaal embraces the Cale WebConcept and optimizes its operations by using the CWO2 system.

The city of **Helmond** placed a new order of CWT 2120. After an initial installation in the fall of 2009, this new order confirms satisfaction with the quality and performance of the CWT 2120 product.

The city of **Utrecht**, one of the big Cale customers in Holland, placed a new order during the fall of 2010.



Many international Japanese companies have established European headquarters in Holland. As a consequence,

many Japanese live and work in Holland, which has led to the creation of a large Japanese community in the city of **Amstelveen**. The graphical display in the CWT terminals allows for a fully customised user interface. In Amstelveen, CWTs have been configured for the Japanese script. On several terminals, installed in the "Japanese area", it is possible to get instructions in Japanese when paying for the parking ticket.

NEW ZEALAND

The city of **Napier** placed another order for a number of MPC terminals to be installed in October 2010.

UNITED KINGDOM



Ullswater, Glenridding, in the English Lake District, is an outstanding area of natural beauty and a popular

destination with tourists and walkers alike. The Ullswater Steam Navigation Company provides lake cruises on board its prestigious steamers. Last winter, there was a major flood covering the pier and the car park. The MP 104 Pay & Display terminal was partially submerged. After some safety work on the mains supply, the terminal worked perfectly when re-commissioned.

USA

New customers of the Cale distributor, Cale Parking USA, include **Hernando County, FL, Port of San Diego, Clackamas County, OR, Concord, NH, Bermuda and Belleair Beach, FL**. Concord purchased a number of Pay & Display MPC terminals accepting coin and card payment. The installation and training was completed at the end of this summer, and the city turned the terminals on in late August. Cale is very excited to add Concord to its growing list of New England customers.

Current customer sales are also being recognised, with notable purchases from **Baltimore, MD, Arlington, VA, Colorado State University, Key West, FL, Berkeley, CA, Portsmouth, NH, Hood River, OR, Santa Rosa, CA, ACE Parking** (San Francisco Bay Area) and **Manchester, NH**.

One of Cale USA's private operator partners, **AMPCO System Parking**, has recently ordered, and is about to install a number of Pay-by-Space terminals. AMPCO has been a partner of Cale's for over a year. AMPCO has become very comfortable working with Cale USA; both parties are looking forward to a long and productive partnership. **Premier Parking**, another private operator, has also continued to add Cale terminals to the parking lots they manage.

PAY AND CONTROL

GERMANY - CARAVAN PARKING AREAS

Cale Deutschland continues to supply caravan parking areas with terminals. Three new areas were equipped during May/June 2010. **Enkirch**, on the river Mosel and **Rehburg/Loccum** both invested in the MP 104 terminal, for payment of parking space fees.

In addition, **Guntersblum**, on the river Rhein, ordered a complete set of equipment including a Holiday-Clean supply and waste disposal station with MPC terminals, as well as two racks for supply of electricity. Many residents took part at the opening ceremony, where the regional dish "Woi, Wurscht + Weck" (bread rolls, sausages and wine) was served.



SWEDEN – ELECTRIC VEHICLE (EV) CHARGING



Even this year, Cale has exhibited together with **Garo** during the **Almedalen** week on the Swedish island of Gotland.

Different solutions for charging of EV were show cased. Cale has ready solutions for upgrading existing MP 104s to

EV-charging that have been installed in Sweden and Ireland amongst other countries.

Furthermore, a future EV-charging concept using CWT and the CWO platform has been presented for market feed-back.

The concept takes advantage of the CWO functionality, minimizing civil works in big installations and allowing for the highest flexibility.

The high-quality information in CWO that Cale customers have been accustomed to for standard parking operations can also be made available for EV-charging.

With one single tool, operators can have the same control on the EV-charging process as on their standard parking operations.

IRELAND – EV CHARGING



Cale and the Irish distributor MF Services with partners have deployed a revolutionary pay-as-you-go vehicle charging system, Park'n'Charge.

An MP 104 terminal activates an electric charging post when the customer pays for his parking.

This solution allows for electric car users to stop off at charging stations and charge their vehicles without having a pre-existing account. This revolutionary service is of major significance to the parking industry as it connects the payment of an on-street parking space and the charging of an electric vehicle to a traditional Pay & Display terminal using coins or any other means of payment.

A big advantage with this innovative solution is that the car owner can charge his electric vehicle in the same way as he would refuel his existing petrol/diesel vehicle.

The first installation of its kind ever in Ireland took place at Steamboat Quay in the city of **Limerick**.

THE USA – EV CHARGING

Liberty Plug-Ins, the latest and most unique partner of the distributor of Cale Systems, Cale USA, has exclusively partnered with Cale in the USA to offer a low-cost electric vehicle charging solution, one which offers cities that already have Cale terminals to purchase only the charging station. For municipalities without Cale terminals, the solution is still low cost and very secure.

GERMANY – INFO TERMINALS



The city of **Bad Muskau**, located in the region Sachsen at the river Neiße on the German-Polish border, is famous for the writer and landscape architect, Fürst Hermann from Pückler-Muskau, who created an extraordinary park in the English style. With an area covering 750 hectares the park is the largest of this kind in central Europe. The park is listed on the UNESCO world cultural heritage list.

Every year the park and the city of Bad Muskau are the destination of a large number of visitors.

In order to give the tourists help and orientation, the city government has ordered an information and guidance system. Part of this system includes smart ticket terminals giving the visitors initial guidance on arrival to the city.

stadtraum has delivered a number of CWT 2120 terminals where a visitor can buy a parking ticket as well as get informed on current events and sights in the city.

Information is presented on the large multi-coloured touch screen including text and pictures. A special function on the terminals in Bad Muskau is the management of long-term parking which residents can buy at a reduced rate. The registration number is entered on the display and printed on the ticket.

Info-Terminals will also be installed in the cities of **Rostock**, **Meißen** and **Bernau** (Berlin).



PAY AND RIDE

NORWAY – BUS TICKETS

In June, **Nettbuss** installed MPC terminals at some new hotels close to **Gardermoen** Airport and a CWT 2120 at the airport.

Another bus company installed CWT 2120 at **Trondheim** Airport and also at the central station in the city of Trondheim. All MPC terminals and CWT 2120 for this shuttle transport have payment by credit cards only.

SWEDEN – FERRY FARES



Utö Rederi (ship owners) installed an MP 104 terminal on the quay in Nynäshamn. The terminal is serving visitors purchasing single or return tickets for travel to Utö Island. The purpose is to limit cash handling on board the ships.

UNITED KINGDOM – PARK AND RIDE

A new Park & Ride facility has been installed in **East Riding District Council, Bridlington, Yorkshire**.



The choice fell on MPC due to its advanced 'scrolling tariff' capability. By repeated button presses, the user indicates how many people will continue on the bus. The ticket received is in two parts – one for the car and one for the bus driver.

Another reason for choosing Cale was that the terminals are built from highly corrosion-resistant material, which is ideal for this kind of sea front location of terminals.

NEW APPLICATIONS

CONTACTLESS PAYMENT



As contactless payments are increasing throughout the world, Cale is in the final stages of releasing a Near Field Technology system based on MIFARE™. The system includes readers, MIFARE cards and charging stations available in all CWT models.

Besides being a fast and flexible means of payment, the card increases security and durability of the payment terminal.

The MIFARE card can be used for several applications – for example, parking, public transport or public access (museum, public baths, etc.) – and can also be adopted to existing city cards.

The Cale MIFARE system is being tested in a pilot project in Poland. Two terminals accepting contactless payment, CWT 104 (for parking) and CWT 2110 (for public transport, buses and trams), were recently installed in **Poznan**.

In more remote city areas, due to low cost of investment and installation, CWT terminals are a good complement to the larger standard ticketing machines. CWT terminals can be solar driven, thus offering low costs of operation. The software comes with many possibilities, including using different tariffs in different city zones.

The special MIFARE card being used is a multi-application card where the customer can pay for public transport as well as for parking. Even the terminal can be configured for a combination of applications.



CORPORATE INFORMATION

NEW MANAGING DIRECTOR IN THE CALE GROUP



On 26 August, **Henrik Mella** was presented as the new CEO of Cale Access AB and the Cale Group. Henrik will start his new position on Monday, 11 October.

This change came about when Torkel Hårdeman informed the Board of Directors at the end of last year that he wished to “wind down” after many years of intense and successful work in leading and developing the Cale Group.

Henrik is currently with Assa Abloy as EDL Business-Unit Manager responsible for access control systems and electric locks. Previously, Henrik was responsible for the Assa Abloy business in Russia. Under Henrik’s leadership, it changed from a diverse group of companies in the Assa Abloy group acting independently with limited commercial success to a unified group. Before joining Assa Abloy, Henrik was a consultant at McKinsey for four years. He worked on projects that focused on strategy, marketing and sales, business and organisational development for different companies.

NEW APPOINTMENT WITHIN CALE ACCESS

Another organisational change within the operational mother company of the Cale Group, Cale Access AB:



Anton Kaya, previously working as Manager for the department ‘Business Projects & Product Management’ has been appointed Deputy Managing Director as of 1 September 2010.

This appointment expresses the aim of the Cale Group to create a stronger organisation towards global growth and product strategies within our serviced market segments.

In addition to carrying on with his previous responsibilities, Anton Kaya’s new role will be to focus on overall Cale Product Management and coordination of Group product strategies in co-operation with the Group Management.

Ewa Johansson, appointed in September 2008, remains Deputy Managing Director within Cale Access AB, and will as such continue to focus on matters related to Business Development and Group company integration.

DEVELOPMENT MANAGER



In July 2009, **Alf Egnell** began working as Project Manager for EMV solutions at Cale Access AB. In April 2010, he was appointed Development Manager.

Alf has a bachelor’s degree in computer engineering from KTH, Stockholm, and extensive previous experience from card payments, EMV and PCI.

REORGANISATION — SALES AND MARKETING

In order to improve focus and facilitate growth, the Sales department of Cale Access AB will be divided into a ‘Nordic Sales group’ and an ‘International Sales group’ beginning October 2010.

Sales Manager **Johan Broman** will continue to handle the operative part of Scandinavian sales as well as business development for this area. He will also focus on the growing business area, Pay & Ride.



On 18 October, **Liliane Laroche** will start working as Team Leader for export sales outside Scandinavia.

Liliane has in-depth experience in the export business with Asian companies based in Hong Kong focused on customers in Europe. Liliane will handle operative sales matters together with the International Key Account Managers.



In addition, a new Customer Service group is being established as of 1 October. This will be managed by **Mats Lindberg**, who has long and wide experience from different departments within the Cale Group.

The aim of establishing this new unit is to improve the service level towards customers, subsidiaries and distributors.

NEW AREA SALES MANAGER



Since July 2010, **Robert Petterson** has been working at Cale Access as Area Sales Manager responsible for Swedish key accounts. Robert has a technical background and has been working within the copying and printing business since the early 80s. During his

latest position as Area Sales Manager at the Japanese manufacturing company Kyocera, Robert, among others, was responsible for the key accounts Volvo and Swedbank.

NEW APPOINTMENT AT CALE SYSTEMS



Cale Systems Inc. is proud to announce the nomination of **Paul Banyard** to its staff as Sales Manager for Ontario. Based in Toronto, Paul will be responsible for Cale's existing accounts as well as for business development of the territory.

CALE SYSTEMS IS MOVING AND GROWING

On 1 September 2010, Cale Systems moved to larger offices. The move was mainly due to the growth in the North-American market.



A WORD FROM THE MANAGING DIRECTOR



Torkel Hårdeman / MD, Cale Access Group

Not long ago, we closed the books of our recently completed financial year (1 July, 2009 – 30 June, 2010) putting another relatively strong year behind us. The year, however, was affected by a continued recession within some market segments. At the same time, we have struggled with a number of challenges connected to among other things increased product demands. But thanks to significant efforts and investment, the group has, in total, handled this very well, and we judge the conditions for growth as very good for the new financial year.

As many of you already know, it is time for me to close my Cale-book as of this October, after many, exciting and intensive years (32, in fact), including 13 years as Managing Director. The time has come to hand over the rudder to a younger spirit, who can steer the Cale vessel on its continued journey in the wide world. I am convinced that my successor, Henrik Mella (refer to page 6), together with the companies and teams of the group, has all prerequisites to develop the group and companies further, in accordance with the intentions and directions of the owners. I take this opportunity to wish Henrik plenty of success in the ongoing work governing the Cale Group forwards, and I will do my very best to ensure that the hand over goes as smoothly as possible.

Further, I would like to take this opportunity to thank all customers, co-workers, partners, suppliers and others for their excellent co-operation during all the years and to wish you all the very best of success in the continued development of existing and future business activities.

'MIGHTY OAKS FROM LITTLE ACORNS GROW'



In the summer of 2010, the city of Stockholm arranged a special love festival - Love Stockholm 2010.

During the celebrations, Stockholm Parkering contributed a special pram parking area, which was set up outside the Astrid Lindgren-inspired children's fantasy play house in Stockholm.

The parking area was inside a large tent. Personnel were checking on the prams while children and parents were enjoying themselves inside the play house. The fee, 1 Euro/day, was - of course - paid at a Cale terminal!

WHERE TO SEE CALE PRODUCTS 2010

2-6 Oct.	Canadian Parking Association Annual Conference, Whistler, BC, Canada
26-28 Oct.	Persontrafik, Stockholmsmässan, Stockholm, Sweden
7-9 Nov.	Australian Parking Convention 2010, Sydney, Australia
28-30 Nov.	Roadex-Railex, Abu Dhabi, United Arab Emirates
1-9 Dec.	CARTES & IDentification, Paris, France

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