



CALE NEWSLETTER

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Picture: Pittsburgh, Pennsylvania

CWT Compact installations in Pittsburgh, PA, USA, and in Karlskrona, Sweden.

What is the latest product release about?

Read about this and more inside.

**Cale Access - Cale America - Cale AS - Cale BriParc -
Cale Deutschland - Cale SAS - Cale Systems**

A few words from the MD

Dear Colleagues and Partners!



We were proud to win the tender for a large pay-by-licence plate parking system in Pittsburgh, USA! Our new CWT Compact terminals are being installed and commissioned, as you will read in this newsletter. I believe that pay-by-licence plate will become increasingly important, and Cale intends to lead this development.

In November, Cale will open a Representative Office in Malaysia, in order to establish a local presence in this expanding region. The requirements of customers in Asia are not the same as those of customers in Europe and North

America, so we will need to stick to our values of innovation and openness in order to be successful.

In April, I decided to make a slight organisational change with the purpose of strengthening the product organisation within Cale. The Product Management & Operations department comprises product managers, as well as technical specialists and a number of developers, in order to take full responsibility for product-related issues within Cale. This change was partly based on feedback from our customers.

Finally, I would like to welcome Martin Frid to the position of Sales and Marketing Director for the Cale Group. Martin knows our business and will contribute to our continued growth.

Henrik Mella, MD, Cale Group

Stop press

The Traffic Administration Office in Stockholm, Trafikkontoret, recently commissioned Cale Access to upgrade around 1,000 MP 104 terminals around the city of Stockholm to e2e* standard. The order also includes inspecting all existing terminals, and proposing and quoting for suitable measures to bring them up to standard. Cale is delighted with this great show of confidence, and will do its utmost to exceed the customer's expectations.

* end-to-end encryption is an extra step in the EMV security standard. Visa and MasterCard require that all EMV units within a payment terminal encrypt transactions.

Most Cale companies provide upgrades, service and installation by knowledgeable and experienced service engineers. Please do not hesitate to contact your local office for more information.



Innovative parking solution using the CWT Compact implemented in Pittsburgh, Pennsylvania, USA

The new generation of pay-by-licence plate parking meters (terminals) and special software utilise intelligent enforcement to enhance city efficiency and customer parking experience.

Cale America has teamed up with Gtechna, a company that specialises in handheld devices for enforcement, to bring a parking and enforcement solution based on a car's unique vehicle registration number. The Cale/Gtechna partnership has previous experience with other installations in North America, notably in Whistler (Canada) and Washington DC (USA), where similar integration has proved to be very successful.

The new pay-by-licence plate technology, based on the CWT Compact terminal, provides many advantages to customers. After purchasing time from the terminal, customers do not have to return to their vehicles to display a receipt. Receipts are available, but are optional and are not required for compliance.

In addition, customers are now able to pay at any pay station in each rate zone for added convenience. With these enhancements and the added option for credit card payment, the terminal upgrade project has received much praise from the Pittsburgh business community as well.



Karlskrona – first “real” CWT Compact installation in Sweden

Cale recently installed over 40 CWT Compact terminals in Karlskrona. The new terminals began making money right from the start, and the City of Karlskrona is highly satisfied with its investment.



Trossö, Karlskrona, has recently implemented a new parking strategy in order to improve the difficult parking situation in the city centre. The introduction of paid parking, more parking spaces and a division of the city into zones (where parking gets cheaper the further away from the centre you get) was considered the best solution. Cale installed a number of CWT Compact terminals which were taken into operation at the end of June.

Some of the terminals are configured for purchasing a special parking card that allows free parking in the outer zones of the city for a period of 30 days. These terminals are painted black so that they are easier to identify. The other terminals are grey.

The municipality is delighted to have received revenue from the very start. The additional income will be used, for example, for laying tarmac around the city.

We are delighted to be able to report that the City of Karlskrona recently placed a supplementary order with Cale.

Cale SAS on the wine trail!

Whilst refined palates around the world will most certainly know Cognac, there may be fewer that know the Muscat of Rivesaltes.

After winning the tender for a number of CWT Compact terminals in Cognac last June, Cale's French subsidiary has increased growth by achieving another success in the town of Rivesaltes.

Rivesaltes is located in the Pyrénées-Orientales region of France, close to the Spanish border, and is renowned for producing "Muscat", a sweet, fortified wine.

To be tasted and savoured in moderation of course!



Successful ticketless solution deployed in the UK

Warwickshire County Council is to install a Cale WebTerminal 2120 as an integrated, ticketless ANPR parking model at the Pooley Country Park.



Pooley Country Park comprises a 62.5 hectare site that has been designated a "Site of Special Scientific Interest" due to its historical links with the mining industry. It was the first mine to generate its own electricity, in the early 1920s. Pooley Country Park is situated on the Coventry Canal.

The terminal accepts full alphanumeric vehicle registration via a touchscreen keypad, and drivers are required to input this information at the time of purchase. The CWT will then upload the vend data (including the VRN, vehicle registration number) to the Cale WebOffice service. Drivers do not need to return to their vehicles to display a ticket, as the solution employed is ticketless.

The information is then exported to the Council's enforcement software, which processes data from the other

payment solutions, including Pay-by-Phone, permit, etc.

A GPRS-based ANPR camera solution also exports the VRN's together with the entry and exit times of vehicles that have visited the Country Park.

A list of vehicles that have not paid for their parking via one of the methods provided (Cale WebTerminal, Pay-by-Phone, permit, etc.) is then supplied to the Council.

This new parking model has replaced barrier systems that tend to reduce traffic flow at peak times, thereby creating queues and causing inconvenience for visitors.

Picture: Richard Parsons, Cale Briparc, and Graham Greenwood, Warwickshire County Council

London calling for Cale

Repeat of successful installation by Cale Systems.

Three years ago, Cale Systems Inc. was chosen by the City of London, Ontario, to install several on-street units. The project was such a great success that the City decided to replace all of its current parking units with Cale products.

London has therefore initiated a three-year programme with Cale to equip the city with a large number of MPC terminals along with Cale WebOffice 1 (CWO 1) as the back-office.

Impark, Canada's largest parking operator, is also located in the city, and has also chosen Cale to upgrade all of its off-street parking units.

Almost 50 Cale parking terminals were therefore successfully deployed and installed in London at the beginning of August this year.



MP 102 to MP 104 upgrade very popular in Germany

During the past few months, Cale Deutschland has sold further kits for upgrading from MP 102 to MP 104.

Existing MP 102 terminals in the town of Bad Bevensen have been upgraded to MP 104 technology, and the town has further invested in a number of new MP 104 terminals.

All the existing MP 102 terminals in the town of Sonthofen were upgraded. They were also connected to CWO at the same time.

In addition, the town of Radolfzell am Bodensee has ordered the upgrade of several more MP 102 terminals. Along with the terminals already upgraded, these will be equipped with GPRS for connection to Cale WebOffice.

Fruitful German co-operation for electric vehicle charging

One of the first installations for electric vehicle charging by the newly launched German co-operation, Cale Deutschland and Mennekes, has taken place in Paderborn.

A Parkpoint E-Mobility system has been installed in Paderborn, making it possible for up to four cars, electric scooters or campervans to be charged with a set of one MP 104 from Cale and two AM-Spot charging stations from the company Mennekes Elektrotechnik.

Special multi-functional technology is used, enabling parking tickets whilst vehicles are being charged.



First major CWT Compact installation in Norway

The Norwegian subsidiary Cale AS has recently been busy with EMV upgrades, as well as installations for various new customers around Norway.



Picture: Tromsø, one of the most northern cities in Norway

Cale AS has received an order for CWT Compact terminals from the Municipality of Narvik. This is the first major installation of the relatively new CWT Compact terminal in Norway.

Installation is due to take place in October/November of this year.

In addition, Cale has upgraded a large number of MP 104 terminals to the EMV standard for the Municipality of Oslo. Cale also has started upgrading CWT 2100 series terminals in Oslo to EMV. Other customers are planned to follow.

The bus company Cominor has placed a CWT 2120 next to the luggage pick-up at Tromsø Airport. The purpose is to increase the service offering for travellers.

The first new customer to choose the MP 104 EMV solution in Norway was the University Hospital in Tromsø. The terminals will be used for employee parking.

Several companies have ordered CWT 2120 terminals to be used for handling payment for arrivals and departures from harbours. One of the advantages of this model is that various tariffs can be used, according to the length of the vessel.

All terminals on LAN in the tennis town of Båstad

Fast and stable communication via LAN.



Cale has recently installed a number of MP 104 terminals in the tourist resort of Båstad in the south of Sweden. Båstad has the largest outdoor tennis facility in Scandinavia and is home to the large annual tennis tournament, the Swedish Open, during Tennis Week.

The terminals are only used during the summer season, and are really put to the test during Tennis Week when the place is crowded with players, the public and other tourists.

Båstad is currently the only Swedish municipality where all payment terminals for parking

are installed on a LAN connection via the city network.

The terminals have proved themselves to be fast and stable.

If you are interested in the possibility of using LAN for your terminals, please contact Cale Sales for more information.

Boaters served by the Cale MP 104

These days in Sweden it is possible to pay lock fees at a Cale terminal. And when winter comes and you want to wash your boat before storing it for the winter, you will once again meet the multifunctional MP 104.



Pictures: Lock, Södertälje and Per Stenhammar, Sjöfartsverket, Södertälje.



For the 2012 boat season, Sjöfartsverket (the Swedish Maritime Administration) had looked for a more convenient way of collecting the lock fee for private boats passing through the lock on the Södertälje Canal. Until now, this had been handled manually by a person walking around and taking payment using a regular handheld payment terminal.

With the new MP 104 terminal, payment can be made in a relaxed way before entering the lock, and the boater only needs to show the ticket at the lock.

Approximately 2,000 leisure craft pass through the lock during a season, and automating payment in this way has proved to be very efficient for Sjöfartsverket.



Picture: Boat wash in Nynäshamn

In 2012, Nynäshamn Municipality invested in completely new, environmentally friendly equipment for washing leisure craft. They also purchased a Cale MP 104 EMV Chip & PIN payment terminal to enable payment of the washing fee by card.

The customer selects a “washing package”, makes his payment and receives a receipt.

The advantage of using a strict, card-only payment system is that no cash needs to be handled by staff. Boat owners benefit too — because by washing their boats in this way a couple of times during the season, they do not need to repaint the hull, thus avoiding the growth of aquatic vegetation and other marine life.



Cale terminals enjoying the sun at popular holiday resort

A sunny sale has been reported from Cale's representative in Portugal, F.L. Gaspar.

In February, a large number of MPC terminals, connected to the back-office system CWO, were installed in Faro, the southernmost city in continental Portugal.

Faro is a popular holiday destination due to its warm, sunny climate and the long, beautiful beaches. It is also the location of the Ria Formosa lagoon, a large natural reserve where hundreds of species of birds rest during their migration in spring and autumn.



Short notices

Australia

Cale Australia has received an additional order for a CWT 104 upgrade for the City of Subiaco as well as a repeat order from the City of Joondalup. Cale is also installing a number of CWT 104 terminals for evaluation in the city of Melbourne.

Finland

The Finnish Cale distributor Laatukilpi has sold 55 MP 104 EMV terminals, connected to CWO, to the City of Seinäjoki. Seinäjoki is famous for a cross church designed by the well-known architect Alvar Aalto and for the tango festival being held each year and which is visited by 100,000 people.

Germany

A multi-storey car park in Schwalmstadt was equipped with several more MP 104 terminals for the company Parkhaus Treysa GmbH. The terminals are connected to Cale WebOffice via GPRS.

Slovakia

Cale has received orders for a number of MP 104 terminals from the cities of Poprad and Trnava.

Sweden

Uppsala Municipality has renewed its trust in Cale, and signed a single-supplier agreement for two years with the possibility of an extension for another two years.

The Netherlands

Cale's Dutch distributor, Schmit Parkeer-systemen has signed a 4-year-framework agreement for CWT 2120 terminals with a new customer, the City of Arnhem.

The first terminals are due to be installed during the autumn, and there is the potential for the number of terminals to reach three figures over the period of the agreement.

Innovation, Reliability and Openness

Cale identifies with these three words — and we strive to ensure that our products also reflect them. Beginning with our autumn release, Cale will focus on two major annual releases and one minor one: autumn, spring and summer. This will enable us to improve communication within the Cale Group as well as with our customers. We want our customers to know what to expect from Cale and when. We also want to allow our R&D team to continue working with cutting-edge technology to provide innovative solutions for our customers.

With our autumn release on 28th September, Cale will launch an array of new product accessories and functionality for the CWT family, as well as for our back-office system Cale WebOffice 2.

A new face and improved serviceability for the CWT Compact

The CWT Compact is now available with an aluminium front, increasing the terminal's resistance to vandalism, as well as facilitating maintenance for service technicians. The modular design of the CWT Compact door allows our customers to easily switch out different modules such as the alphanumeric keyboard, credit card reader, contactless device and display.

Many of our customers are faced with an ever-increasing problem of vandalism, and rely on our products to withstand tough conditions. The new modular aluminium front for the CWT Compact makes it more difficult for vandals to damage the terminal, and decreases the frequency with which our customers need to repair it. And when they do need to carry out repairs, it is a quick and easy operation. Along with this new door, we have also re-introduced a well-known and well-liked Cale feature, the swing-out printer, which helps maintenance staff to change the printer roll in the terminal with ease.

Upgrades for current customers

For customers with an already installed base of MPC terminals, upgrades are available to make sure that you can benefit from new and innovative functionality without having to purchase a whole new terminal. Our R&D team is now working on a solution to make upgrade kits available for the popular Cale MP 104 terminal too. The MP 104 upgrade kit is one of the many new products and features that we have planned for our spring release in February 2013.



Cale goes Contactless

Imagine tapping your card against the terminal and, without having to press a single button, you have paid for and received a ticket with your vehicle registration number printed on it.

No need to imagine anymore – the Cale Contactless Card Solution is here!

A flexible contactless solution

The Cale Contactless Card Solution allows our customers to provide a flexible, contactless payment solution for their end users. The solution uses contactless MIFARE DESFire cards that can be set up with an e-purse or a contract, such as a day pass or monthly permit. It can also be used to give end users like residents access to hidden tariffs, and limit the number of times it can be used (e.g. 5 times in 10 days). Combined with the “Purchase Rules” function that is already available, our customers can prevent their end users from abusing the system and tapping the card several times. For



example, if the card allows for 30 minutes of free parking, Purchase Rules will ensure that it is impossible to obtain two free tickets during a pre-determined period of time.

Extended use of existing systems

Cale will offer its customers proprietary cards that can be customised with their own logo and colours. However, as many contactless cards are already in use, (e.g. for mass transit or as security access passes) Cale also provides for easy integration so that our customers can extend the use of their current contactless solutions.

It's all in the Top Hat

The CWT Compact is now available with both front illumination and audio. For our Top Hat solution, we chose to use durable and environmentally friendly material and integrate light, audio, antenna and a solar panel into one accessory for the terminal. Light and solar go hand in hand, but the audio feature is only available with mains power configurations due to the increased power consumption.



Strong signal

With the introduction of front antenna placement, our customers now have the option of placing an antenna at the front or back of the terminal to optimise signal strength for GPRS communication, depending on where the terminal is installed. Antennas from Cale also support 3G communication, which will be introduced in the CWT Compact with our spring release in February 2013.

Providing extra lighting using solar

For most markets (depending on latitude and terminal configuration), it is possible to combine solar operation and front illumination. For customers who wish to stay green but still provide extra lighting on the terminal during the hours of darkness, Cale will provide solar settings for front illumination on the CWT Compact.

Contact Cale Sales to find out what works for your specific installation.

For customers not requiring light or audio, our current solution with a roof-mounted solar panel and rear-mounted antenna will still be available.



*Malin Cammack
Product Manager, Terminals*

Improved Terminal Map and other functions in CWO 2

The new Cale WebOffice 2 (CWO 2) release will take place on 4th November.



Map your terminals

Amongst the new functionality in this release, we have upgraded the popular Terminal Map licence. Terminal Map is a great tool for keeping track of your terminals. It allows the user to see the exact location and status of every terminal. The terminals change colour depending on their status. A blue terminal is one that is working fine, a yellow flashing terminal is one that is still in operation but that needs attention, and a red flashing terminal is one that is out of order and that requires immediate attention. This offers a quick and efficient overview for technicians or helpdesk staff.

We have also extended the information provided when you click on a specific terminal, so that it now includes the description text from Terminal Information. A quick link to the specific terminal in Terminal Details is also available, to provide you with all the details about that specific terminal.

Pay-by-Space

Cale is introducing Pay-by-Space functionality, previously only available in CWO 1. The CWO 2 version supports centralised top-up, giving the user the possibility of topping up their payment at any terminal within that area, city or block, depending on configuration. The availability of spaces for specific terminals can be configured, and these spaces can have different rules (e.g. for top-up or tariffs). We have also added the possibility to extend time on a specific space via CWO 2. Pay-by-Space functionality will be available for the CWT with the spring release in February.

Increased credit card data security



Fully in line with PCI requirements, CWO 2 now encrypts credit card data with an even stronger security key. The RSA encryption key has been increased from 1024 to 2048 bit encryption.

*Christoffer Svensson
Product Manager, Back office*



Cale growing worldwide

By the end of the year, Cale will have opened its own representation in Kuala Lumpur, Malaysia. **Cale Malaysia** will be headed by Alain Taher Österlind, who has substantial experience in sales.

From 1st October 2012, Cale will also have its own subsidiary in Odense in Denmark. This will be called **Cale Denmark**.

Furthermore, distributor agreements have been signed with **G-BUILD Kereskedelmi Kft** in Hungary, **Scheidt & Bachmann - Parkomat Service** in Ukraine and **Mining Ltd.** in Bulgaria.

Cale has also strengthened its co-operation with **EIT Europeum Innovation Technologies** in the Russian market.

We look forward to more exciting news from these new Cale markets in the future.



WHERE TO SEE CALE PRODUCTS IN 2012

| | |
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| 9 - 12 Oct. | Southwest Parking Association annual conference and Trade Show, Las Vegas, NV, USA |
| 15-18 Oct. | NPA Convention 2012, Hollywood, FL, USA |
| 30 Oct. - 1 Nov. | Norpark Conference, Oslo, Norway |
| 2 Nov. | Carolina's Parking Association, Charleston, SC, USA |
| 11 - 13 Nov. | 13th Australian Parking Convention, Sydney, Australia |
| 14-16 Nov. | CPPA Annual Conference, Costa Mesa, CA, USA |
| 5-7 Dec. | Florida Parking Show, World Golf Village and Resort, St. Augustine, FL, USA |

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