



# CALE ACCESS

NEWSLETTER 1 / 2010

## EMV CERTIFICATION IN SWEDEN



In order to improve security for parkers paying by Visa and Mastercard credit cards, new card payment standards have come into effect in many markets. By the end of 2010, all parking

operators in Sweden must have upgraded their card payment parking terminals.

Cale has adapted their equipment to meet the new security regulations. In November 2009, Cale was awarded an EMV certification for MP 104 with a chip and PIN solution and in February 2010 for a chip only solution.

This will be a busy year for Cale as well as for all parking operators in Sweden, as thousands of parking terminals will need to be rebuilt in order to meet the new EMV standards.

## CALE AND OLYMPIC GAMES TO VANCOUVER

Cale Systems has been awarded a contract to deploy pay and display terminals in the **Municipality Resort of Whistler**, host of the 2010 Winter Olympics. A number of terminals have already been installed by the municipality and another has been installed by a local private operator.



Whistler was looking for a reliable terminal supported by a state-of-the-art back office, committed to sustainability, as well as product energy efficiency and Cale's solar powered MPC was a perfect fit.

Installing in November during winter conditions in a mountain resort presented a challenge; however, the product reliability combined with Cale Systems' experienced installation crew and the local resources provided by the customer on-site made everything easy. Whistler is looking to upgrade its pay and display equipment fleet in the coming years.

The Resort Municipality of Whistler has always pioneered innovative solutions to improve its parking facilities and better serve its customers. Cale Systems' state-of-the-art technology, product and software will bring added value to Whistler.

## SEQUEL ORDERS FROM AMSTERDAM AND UTRECHT

CWT 2120 and CWO is a very successful concept in the Netherland. The Dutch Cale distributor, Schmit Parkeersystemen, has received orders for a significant number of CWT 2120 terminals:



The **City of Utrecht** has been a Cale customer since 2008 and was the first city to adopt the "Online Permit Account" functionality. In 2010 the amount of installed on-street terminals with this functionality will triple from the existing installed base.

The **City of Amsterdam** has been a Cale customer since 2008 and was the first city to enforce street parking by inputting the license plate number for each purchase without needing to display a parking ticket behind the windscreen. Enforcement in Amsterdam is based on cars equipped with LPR-scanning cameras. In 2010 the amount of installed on-street terminals will more than double.

### INSTALLED BASE IN ITALY GROWING



Another number of MPC terminals have been installed in **Domodossola**. Further MPC terminals have also been installed in different locations throughout Italy, to mention a few; **Brunate, Patti, Borgosesia, San Bernardino Verbano, Verbania** and **Salò**.

### EXTREME CLIMATIC CHANGES

Competing against all the major pay and display manufacturers in Canada, Cale Systems won the contract to supply and install pay and display terminals at **Red Deer College**, Alberta. Located in the heart of Alberta, Red Deer is the location of one of the province's largest colleges, offering thousands of parking spaces.

Quick delivery time, service and support were key factors to win this bid but the biggest challenge was Red Deer's environmental conditions, where crazy temperatures are the norm all year long; winter temps can fall to -35 Celsius one day and reach +5 the day after with the same phenomenon in summer; a day at +35 and another day at +2. Only a reliable terminal can withstand such climatic extremes. Cale Systems took up the challenge, using its MPC solar powered unit, strong enough to absorb the shock and fulfil customer needs.



*Red Deer, Alberta*

### INSTALLATION AT ROMAN FORTRESS



Cale BriParc has installed a solar powered pay and display terminal at one of the UK's oldest and largest roman fortress sites - **Pevensey Castle**, once known as the Fort of Anderida. The castle was built in the 3rd century with the purpose to protect the southern coastline of Roman Britain from Saxon raiders.

### CALE SERVING NATIONAL PARK



Since December 1, 2009, Cale Deutschland is handling the full service of a large parking area serving the **National park Harz**, Germany. The parking area is located next to the highest mountain in Harz, namely the Brocken, which is 1.141 meters high.

A number of MP 104 terminals are taking care of the parking management. At the terminal, it is possible to pay for 1-3 hours of parking or for the whole day as well as for a bus ticket.

## INSTALLATION OF CWT 104 IN POLAND



A large number of CWT 104 terminals have recently been installed in the city of Radom.

**Radom** is located ca. 100 km south of Warsaw. The economy of this 230.000 inhabitants large city was previously dominated by metal works, but is today more of a modern service society. Like for many other larger cities, the increased number of cars causes problems with missing parking possibilities in the city centre.

The company Projekt & Parking, which already handles around 10.000 parking spaces around Poland, has been awarded an agreement for the parking management in Radom. All terminals are connected to CWO, making it possible for service technicians to immediately act on any disturbance. Further, it enables the municipal authority to keep track of the current status of the terminals as well as check that the company managing the terminals is performing adequately.



## FURTHER GROWTH IN NORWAY

**Oslo municipality** has started to replace a large number of MP 104 terminals for credit card and coin payment with CWT 2110. The MP 104 terminals in question will be re-installed and are replacing older terminals which have not handled credit card payments.



Many private parking companies like **EuroPark AS**, **Park Nordic AS**, **Q-Park AS** and **Time Park AS** have continued to use Cale terminals for new installation sites.

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## MARKET REPORT

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### AUSTRALIA

Cale has received an additional order for a number of MP 104 terminals from the previous customer **City of Greater Bendigo**.

### GERMANY



In the region of the **City of Kassel**, a large number of older model MP 5005 Cale terminals have

been replaced by CWT 104 terminals.

All new terminals are connected to Cale WebOffice. This new possibility for transfer and evaluation of data provides a fast and reliable overview of the terminals. Personnel can be utilized in a more efficient way. Further, details on occupation and use of parking areas can be used for planning and other statistical matters.

## IRELAND



The Cale representative in Ireland, MF Services, has received an MPC solar order from **South Tipperary Council**. The

Council is planning to continue swapping terminals with the Cale solution.

## LITHUANIA

Cale has received an order for MPC terminals to Lithuania. The Lithuanian Cale distributor UAB Hansab has received an order for a number of MPC terminals from the private parking company **UAB P-Parkas**.



## THE NETHERLANDS

The **City of Helmond** has started a cooperation with the Cale distributor Schmit Parkeersystemen and placed their first order for Cale WebTerminal 2120. Installation will take place during spring 2010.

## NEW ZEALAND

In March 2010 the **City of Napier** is installing a number of MPC terminals on street and in off street car parks of its suburb Taradale. Taradale has until now offered free parking.



## SLOVAKIA

The Slovakian distributor, Q-EX, has installed a number of MP 104, coin only, terminals in the city of **Trencin**. Q-EX has signed a comprehensive service agreement with the customer for full service of the terminals. The customer is planning for extending the number of MP 104s in a near future.

## SWEDEN

**Stockholm Parkering** has installed Cale WebTerminals 2120 outside Stockholmsmässan (Stockholm Exhibition and Congress Centre).

Furthermore, long time Cale customer, **Kristianstad**, in the south of Sweden, was the first municipality in Sweden to invest in new Cale terminals equipped with the new EMV chip card reader. Many more are to follow in taking these upgrade measures in order to improve safety for end users.

## USA

2010 has started off very well for Cale's US partner, Cale Parking USA. **The County of Alameda, CA**, who recently issued a tender for terminals and service, awarded a three year contract to Cale USA. **San Diego, CA, Kirkland, WA, The State of New Hampshire, Indian Shores, FL, Arlington, VA**, and many more customers have also recently added terminals to their installed base. Cale USA's private operator partners at **Colonial Parking** and **LAZ Parking** have also added to their own installed bases, and foresee future orders in the coming year.



*San Diego Freeway, CA*

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## NEW APPLICATIONS

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### FUTURE TRENDS WITHIN PARKING



Parking technology is constantly evolving. One noticeable trend, where Cale

already has gained references, is the evolution toward ticketless systems where the person parking does not need to return to the car with the ticket after purchase. Instead of traditional enforcement with the ticket in the car, real time enforcement tools are used for manual or automated enforcement. In combination with this, a higher level of cashless means of payment will be made available with obvious advantages such as reduced visits by personnel.

This, combined with energy efficient terminals running on solar power, makes the terminals self-sustainable, further increasing profitability. The next generation parking, or should we say payment terminals, is also open for several other payment and ticketing applications; for example, within environmental areas, public transport or in connection with social events or entertainment. The Cale WebConcept enables users to modernise their unattended payment operation to be compatible with these future trends and beyond, increase the service offering, and control profit. It also saves time, giving Cale customers more freedom to attend to other tasks.



### CAR PARK SUPERVISION

**Colchester Borough Council** has purchased the first Cale WebTerminals to be installed in the UK. The



terminal chosen was the CWT 2120 with touch screen display and advanced graphical abilities. The terminals are connected to Cale WebOffice and work in conjunction with wireless ANPR cameras. The cameras capture the cars entering and leaving the car park and then relay this information over a 3G communication link. Customers are requested to enter their VRM at the terminal. This measure enables the council staff to determine in real time whether cars have paid for their parking or not, whilst saving on the number of patrols that parking attendants need to make to the car park.

### CALE TERMINALS AT THERMAL BATH

Last autumn, Cale Deutschland received an order for furnishing of parking places for motor caravans. A new sanistation for campers, with supply, waste disposal and 14 platforms for supply of electricity, was opened close to the unique thermal bath **Bad Wörishofen**.



Each supply platform provides 28 campers with two sockets each for electricity. This was an especially demanding order as a 5.000 litre large underground tank for receipt of waste water from the campers was needed. This challenge was successfully solved in cooperation with the company Dehoust GmbH from Nienburg.

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## CORPORATE INFORMATION

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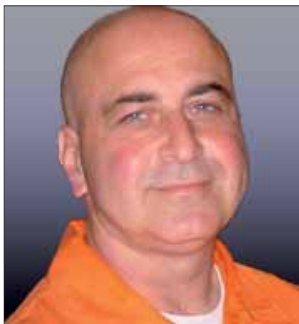


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### A SUCCESSFUL CALE DISTRIBUTOR

Cale USA, the master distributor for the US market, is once again poised to have another great year. The company has grown to more than 40 employees and they are about to move into a new, custom built, corporate office/warehouse.

Cale USA is very hard at work at marketing, installing terminals and customer support. It is by recognizing what they do and how they treat a customer after the installation that has had a profound effect on their reputation, more so than any other facet of their operation. Their help desk, which is manned 24 hours per day, every day of the year, by Cale USA employees, has afforded Cale the opportunity to continue to grow the company at a fast pace, all while upholding the ideals that have won some of the largest contracts in the US marketplace.



The president of Cale USA, **Mr. George Levey**, gives his thoughts about his companys recent growth and future potential: *“As long as we continue to listen and respond thoughtfully to our current*

*and potential customers’ needs, and we continue to ‘Walk our Talk’, I foresee our continued growth as an inevitability”*. Mr. Levey went on to say, *“It is only due to the over-all efforts from Sweden, to Montreal and the people on my staff that Cale has succeeded so well in the US”*.

### NEW CALE TEAM MEMBERS



**Petra Lindroos** was employed in January 2010 as Sales Support at Cale. Petra has previous experience from accounting, purchase and reception.



**Tommy Fredriksson** is employed as a Service Technician at Cale since September 2009. Tommy has worked in parking and security since the late -80s, a.o. holding positions as work group manager and work leader. Tommy has a broad knowledge of all Cale and Ticfac terminals.

### COMPLETE SERVICE AGREEMENT



Cale has signed a service agreement with **Solna Stad**, Sweden for complete service of all 230 terminals around Solna since October 1, 2009. In connection with this, a number of CWT 104 were installed as part of a pilot project.

## NEW APPOINTMENT AT CALE ACCESS



During the last few years Cale has secured some large projects with a somewhat different content and character than usual. These types of deals and contracts are very

demanding and entail high risks if not handled in a very coordinated and structured way.

Furthermore, the competitive marketplace is getting more and more complex and the future will bring even tougher demands on the ability to create focus and efficiency. In order to meet these new challenges, Cale has established a new, separate department named "Business Projects & Product Management". This department will be responsible for analysing and supervising delivery of special Business Projects as well as conducting matters related to daily Product Management.

**Mr. Anton Kaya**, previously acting as Head of Product Management, is responsible for this new department and associated matters since February 1, 2010. In this new role, Anton Kaya will join the Management Group of Cale Access AB.

## NEW APPOINTMENT AT CALE SYSTEMS

Mr. Pierre Barré, previously President of Cale Systems Inc., Canada, has decided to leave his position and the company in order to move on to new challenges. Cale thanks Pierre for his sincere efforts and achievements for Cale inside and outside the Group throughout all the years of cooperation and wishes him all success in his new endeavours.

At the same time, Cale is pleased to announce the appointment of a new President in the company.



Effective February 1, 2010, **Mr. Edward Olender**, previously acting as Vice President within Cale Systems, has taken on the full mandate and responsibility as President for the

company and associated matters.

Edward has been with Cale for many years. He has a broad knowledge of and competence within the Cale business, the market, products and last, but not least, the Cale Group.

Cale wishes Edward the best of luck and success in this important position.





### **NATURAL DISASTER?**

A solar powered Cale MPC terminal in Ireland was recently flooded, ending up with water all the way up to the display. After some emptying of water and mud, it worked as if nothing had happened.

*Do you have any interesting Cale stories?  
Please send these by e-mail to [marketing@cale.se](mailto:marketing@cale.se).  
Published stories will be rewarded with a gift.*

### **WHERE TO SEE CALE PRODUCTS 2010**

2-3 March	Parkex 2010, London, United Kingdom
7-9 March	Parking Industry Exhibition 2010, Chicago, IL, USA
23-26 March	Intertraffic Amsterdam, the Netherlands
10-13 May	IPI Conference, Las Vegas, NV, USA
18-20 May	Svepark, Gothenburg, Sweden
2-6 October	Canadian Parking Association Annual Conference, Whistler, BC, Canada
7-9 Nov.	Australian Parking Convention 2010, Sydney, Australia
28-30 Nov.	Roadex-Railex, Abu Dhabi, United Arab Emirates

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