



CALE GROUP

NEWSLETTER 2 / 2008

CALE PCI CERTIFIED



On 14 August 2008, Cale was named as the first supplier of on street parking systems world-wide to be certified according to PCI DSS level 1; the highest level of security within the

PCI DSS, Payment Card Industry Data Security Standard.

PCI Project manager, Mr. Johan Hagdahl, who steered Cale through this, says: "Even though the PCI project has taken a lot of time and effort, the result of the project can only be seen as positive. The PCI certificate brings a lot of new routines and processes to the table, but the project also brought about a fundamental rework of our terminal and back-office systems, giving us the opportunity to improve not just the security but the entire design of the systems. All in all this has given us a much better and more modern platform, from which we can keep improving the reliability and usability of the system for ourselves and our customers."

IRELAND KEEN ON CALE TERMINALS

Cale recently received another large order for solar powered MP 104 terminals for coin payment from the city **Drogheda**. Drogheda was the first Cale customer in Europe to go with Cale WebOffice in 2005 and since then they have been very happy with the Cale parking solution.



MORE CALE WEBTERMINALS IN THE NETHERLANDS

In addition to the large order from the City of **Amsterdam** earlier this year, a new big order was awarded to the Dutch Cale distributor Schmit Parkeersystemen.

This time, the City of **Utrecht** signed a 4-year single supplier contract for the delivery of at least 500 Cale WebTerminals 2120 (cashless).

The order includes an innovative online permit account function, using the Cale WebConcept.



TERMINAL FOR CARAVAN PARKING

In May this year, the first MP 104 Advanced was installed at a caravan car park in the city **Nienburg**, beautifully located on the river Weser. This was a pilot project between Cale Deutschland, based in Nienburg, and the city of Nienburg. The MP 104 Advanced has proved itself to be very reliable and the site users have received it in a positive way.



LARGEST CALE ORDER EVER TO THE CZECH REPUBLIC

The city of **Hradec Kralove** continues the replacement of previous parking terminals that began in 2007, ordering another large number of MP 104. This is Cale's largest order to the Czech Republic ever. The machines are configured for coin payment and will be connected to Cale WebOffice.

DIFFERENTIATED PRICING AT NEWCASTLE UNIVERSITY

Newcastle University has installed a number of solar powered Cale MP 104 terminals for on-campus use. The University was faced with a problem of reduced parking spaces due to ongoing campus redevelopment and wanted to ease daytime car park congestion and ensure that those who needed the spaces most were able to park. The terminals have dual tariffs built in, allowing the University to differentiate prices between members of the public and permit holders. Users can switch between the two tariffs at the push of a button. The University chose the solar powered version for environmental reasons and for ease and flexibility of installation.



NEW LARGE ORDERS TO THE US

The **City of Baltimore**, MD, has recently awarded Cale Parking USA a large order for additional solar-powered MPC terminals. These new terminals will make Baltimore the largest Cale installation in the USA with 700 machines.

Strong off this success story in Baltimore, the **Baltimore County** awarded an initial order for a number of MPC terminals. Both accounts will have all terminals delivered and operational by the end of autumn 2008.

A large order of solar-powered MP 104 terminals from **Berkeley**, CA, was recently received. This order means that the city of Berkeley will be operating over 200 Cale terminals.

New accounts recently added to the already long list of Cale USA customers: **Chula Vista**, CA, **Arlington**, VA, **METRA**, IL, **Perelta Community Collage**, CA, and **Clearwater**, FL.

PILOT PROJECT IN OSLO, NORWAY

Cale WebTerminal 2110 has been running in a pilot project in Oslo since March 2008. **Park Nordic AS** is a newly established parking company and they will use the CWT 2100 terminals for all coming projects.

CALE EXPANDS IN PUBLIC TRANSPORT

The use of Cale terminals issuing tickets for public transport has been on the increase in Sweden, where Stockholm's local bus company, **Stockholms Lokaltrafik**, is a good example. All of their terminals are connected to a full online-solution, meaning that credit cards instantly are verified with the bank.



During spring and summer 2008, there has been two official tenders in Sweden for purchase of ticket terminals for placement at bus stops.

Karlstadsbuss decided to sell bus tickets through Cale MP 104 terminals. Further, Cale received an order from **Västmanlands Lokaltrafik (VL)**. This tender was won in a very tough competition, among other things due to the fact that Cale's web based back office system met with VL's approval.

AUSTRALIA GROWING AS A CALE MARKET

Cale has recently delivered over 100 MPC terminals to the city **Joondalup** outside Perth. The city has no previous experience in parking terminals. The terminals have capacity to handle both coin and card payment. Joondalup is a suburb named after the Lake Joondalup. It was created in the late 80s - early 90s, as a sub-regional retail centre/shopping mall. At that time, many houses and businesses began establishing in the area.

TERMINALS TO HALMSTAD, SWEDEN

The city of **Halmstad**, already well acquainted with Cale products, has installed over 100 MPC terminals in total. Halmstad was one of the first customers to order Cale WebTerminals and after a successful venture, they have recently placed further orders for the same.



INTERTRAFFIC



April was a busy time for Cale, exhibiting at both **Intertraffic Amsterdam** and **Intertraffic China**, the latter taking place in Beijing. The shows were

well attended and

very successful for Cale. As always the Cale staff met with many old and new contacts and the Cale WebTerminal managed to remain in the centre of attention.

MARKET REPORT

AUSTRALIA

City Council of Melbourne has placed a continued order for a large number of MP 104 terminals this year. This makes Melbourne the largest operator of MP 104s in Australia.



CANADA

Calgary Parking Authority, Alberta, has recently installed several hundreds of Cale WebTerminals through-out the downtown and several business improvement districts. Since the installation, 1.25 million transactions have been completed successfully, while parking utilisation has increased by 20% in areas where the CWTs were installed. Calgary plans to expand the use of the CWTs into all surface operated lots and into remaining business improvement districts outside the downtown area.

Existing Canadian customers that have recently expanded their operation with the MP and MPC terminals; **Carleton University**, Ottawa, ON, **Sherbrooke University**, QC, **SAIT (South Alberta Institute of Technology)**, AB, **Parc-Jean Drapeau**, QC.

IRELAND

Tipperary town is to introduce Cale terminals by the end of October 2008. An order for solar terminals has been placed with MF Services. As soon



as the terminals are up and running, Tipperary town is planning to start using Cale WebOffice.

Galway County Council continues to expand paid parking in their towns. They have recently placed an order for a number of MP 104 for **Gort** town. Other towns in Galway using Cale machines are **Athenry**, **Clifden**, **Loughrea** and **Tuam**.

Euro Car Parks have been awarded a management contract for both **Sligo** and **Letterkenny General Hospitals** in the North West of Ireland. They have placed an order for a number of MP 104 for both sites, with the main part being solar and coin configuration and the remaining machines coin and credit card EMV compliant.

ITALY

Cale continues installing MPC terminals all around Italy. Recent installations have taken place in **Budoni**, Sardinia and in **Messina**, Sicily.

To the right is an MPC overlooking the sea in **Liguria**.



NORWAY

The APCOA owned parking company **EuroPark AS** in June this year prolonged the contract for delivery of MP 104 terminals. Furthermore, Cale AS has started the work with re-branding Cale terminals for **Q-Park AS**, another big parking operator, and **Time Park AS/Time Park Service AS** is constantly increasing their number of Cale terminals, especially in shopping centres and hotels. All three above mentioned companies have their terminals connected to Cale WebOffice.

Drammen and **Narvik** municipality have in Q2/2008 decided to buy Cale terminals for the forthcoming years.

POLAND

Cale Polska has delivered a number of terminals to the towns **Kartuzy** and **Koscian**. The company **Projekt & Parking**, specialists in public parking operation in Poland, has installed the terminals and is in charge of the operation.



PORTUGAL

Cale's largest customer in Portugal, **Portugal Parques Tejo**, has once again shown its confidence in the Cale terminals and ordered further MPC terminals from the Cale distributor FL Gaspar.

SLOVAKIA

The City of **Kosice** placed their first order for Cale machines in 2006 and now another equally large order for MP 104s has been received by Cale.

SWEDEN

Cale continues delivering parking terminals all over Sweden. **Q-Park**, who has taken over the parking operation of Täljebostäder, a public housing company in **Södertälje**, has ordered a large number of MP 104 terminals. The terminals are for coin and card payment and to be connected to Cale WebOffice.

Stockholm Parkering has installed a number of MP 104 in newly refurbished parking garages in the suburb Vällingby Centrum.

Malmö, the third largest city of Sweden, is building a new very exclusive block of houses, at the Swedish end of the bridge connecting Sweden with Denmark (Öresund). For this project they have ordered a number of MP 104.

During spring, the municipality of **Norrköping** made a public tender for parking terminals. The contract was divided between two suppliers and the solar operated terminals were ordered from Cale. The machines have coin and card capacity and will be connected to Cale WebOffice.



This spring **Parkera i Sundsvall AB** ordered a large number of MP 104 for coin and credit card use and connected to Cale WebOffice. A frame contract valid for three years was signed.

In connection with the introduction of a new fair system a few years ago, the municipality of **Kalmar** bought a large number of MPC machines for coin payment. This year these are being upgraded to coin and card operation and at the same time they install a new equally large number of machines. All the terminals are connected to Cale WebOffice.

The municipality of **Luleå** has also invested in further terminals.

Landskrona previously only had coin terminals, but this spring they bought new terminals and took the opportunity to upgrade all of their terminals to MP 104, card and coin use and connected to Cale WebOffice.

SWITZERLAND



The Cale Distributor Sitax Systems AG has installed a number of MP 104s close to the large shopping mall "Jumbo und Carrefour" outside **Zürich**. During peak hours, this area is visited by over 6.000 vehicles. When showing the parking ticket at the cashier, the parker will get the parking fee in refund.

UNITED KINGDOM

A number of MP 104s have been installed at **Gibraltar Point Nature Reserve**, which is an internationally recognised area of outstanding wildlife and plants. The reserve consists of around three miles of unspoilt coastline and is managed by the Lincolnshire Wildlife Trust. The income from the parking will contribute to the management of the reserve.



NEW APPLICATIONS

EFFICIENT PERMIT HANDLING IN UTRECHT

An Online permit account will improve the current permit handling in the **City of Utrecht** by offering the city residents, citizen-healthcare organisations, the private sector etc. online access to a personal account in Cale WebOffice.

The permit account is accessed from the Cale WebTerminal using a contactless RFID card or just a unique account number, both options with or without pin-code. Permit rights such as available balance, usage area within the city and assigned rate is controlled centrally by the city in Cale WebOffice. The residents will also be given the possibility to log into their online permit account within the Cale WebOffice to create one time codes for their visitors.

EMV ON IRELAND

In March 2008, MP 104 with EMV compatible card readers and pinpads were introduced by Cale in Ireland. The parking company **Euro Car Parks** has installed the first terminal on a hospital area in Dublin. This autumn another two hospitals, including **Letterkenny** in the North of Ireland, will be equipped with this kind of terminals.

It is a highly sought after and appreciated application, which will no doubt contribute to an increased demand in parking terminals in Ireland.

CHARITY-TERMINAL IN BERLIN

From 1 September, 2008, the municipality of **Charlottenburg-Wilmersdorf** in Berlin is trying out a completely new method of collecting money for public good projects in the area. The Cale partner **stadtraum** has, on the initiative of the members of the municipality congregation, developed a pilot project, where a Cale WebTerminal 2120 is installed right at the memorial church and close to the famous Kurfürstendamm.



On the Charity Terminal, as well as finding standard parking functions, there is an additional function for making donations to support projects not normally covered in the budget.

When you buy a standard parking ticket, you are presented with the opportunity to make a fixed contribution to projects in the area. However, it is also possible to make a contribution of any value, without buying a parking ticket.

On the touch screen-display of the terminal, the contributor will find information and pictures describing the projects the spending will be used for. It is also possible to add further functions giving for example tourist information or details on any area around the capital.

stadtraum is operating the terminal during the pilot. The purpose is to demonstrate what the new generation of terminals are able to do. If the Charity-project turns out well, further terminals will be installed in other parts of the area.

CARAVAN PARKING

At the recent exhibition **Caravan Salon Düsseldorf**, Cale Deutschland together with their partner "Freizeit Reisch" placed a Cale terminal on the stand of the professional magazine "Promobil". This exhibition shows professionals new solutions for the camping business. The possibility to integrate the Cale terminals with the supply stations from the leisure time company "Freizeit Reisch" was very much appreciated by the caravan parking space companies, meaning that you pay on the Cale terminal for handling of parking, drinking water, waste water etc.

CORPORATE INFORMATION

NEW APPOINTMENT WITHIN CALE ACCESS



We are pleased to announce an organisational change within the operational mother company of the Cale Group, Cale Access AB.

Ewa Johansson, previously working as Marketing & Sales Director, has been appointed Deputy Managing Director for Cale Access AB. This ap-

pointment expresses the aim within the Cale Group to create a stronger organisation towards global growth and business development within our served market segments.

Ewa Johansson will in her new role continue with her previous responsibilities, but will also, in cooperation with the Group Management, focus on business development and Group company integration.

*Torkel Hårdeman / MD, Cale Access Group
Solna in September 2008*



NEW CALE TEAM MEMBERS



In April 2008, **Stefan Jonsson** joined Cale as **International Product Management Support**. Stefan has recently graduated from Linköping University, with a Master's Degree in Industrial Management and Engineering.



In April, **Tina Dahl** started working as a **Sales & Marketing Assistant** at Cale Access. She has a degree in international marketing and long experience from sales and marketing support at different international, technical companies.



Cale Systems has recently appointed **Kenneth Ng** as **Area Sales Manager** for British Columbia in order to support Cale Systems in its ever growing Canadian market. Kenneth went to Simon Fraser University in Vancouver and has a solid sales back-ground.



Joe Luckham has recently joined Cale BriParc as their **Marketing Coordinator**. He studied International Marketing at the University of Gloucestershire and received his Business Administration Degree at the University of Hertfordshire.

A CALE PROFILE



Pierre Barré, the Managing Director of CALE Systems Inc. in Canada, has vast experience from the parking business. He has been managing the operation in Canada for the Cale Group, which also includes the business in the US, for more than 5 years.

In his previous position, he was responsible for the distribution of Cale Products in Canada, first as Sales Manager for a Canadian Cale distributor and then through his own company for several years. Pierre has a University degree in Marketing, which has come in handy in the process of setting up and establishing a strong brand as Cale on the North American market. This together with an entrepreneurial spirit has contributed to a strong growth for Cale in the market place and also to some product innovations.

Two significant contracts have been concluded since the beginning of the activities in Canada managed by Pierre Barré. That is a major contract with Société en commandite Stationnement de Montréal (Montreal Parking Authority) that over the last 4 years has purchased over 1700 Pay by Space Cale MPC machines. And more recently, Cale Systems was the first subsidiary within the Group to receive a major order for Cale WebTerminals. The order was by the city of Calgary that bought more than 400 units.

HAPPY 15TH BIRTHDAY TO CALE DEUTSCHLAND

Cale products have been successfully marketed in **Germany** for 27 years. Initially through VT-Rastatt, and since 1993 through Cale Deutschland, located in Nienburg.





SOON
COMING TO A
THEATRE
NEAR YOU...

WHERE TO SEE CALE PRODUCTS

12-14 Oct	Australian Parking Convention, Melbourne (www.apc08.com)
15-17 Oct	Persontrafik 2008, Gothenburg, Sweden (www.persontrafik.se)
4-6 Nov	Cartes, Paris, France (www.cartes.com)
23-25 Nov	Roadex/Railex, Abu Dhabi, UAE (www.roadex-railex.com)
21-23 Apr -09	Traffex, Birmingham, United Kingdom (www.traffex.com)
27-29 Apr -09	Svepark, Gävle, Sweden (www.svepark.se)
17-20 May -09	International Parking Conference and Exposition, Denver, Colorado (www.parking.org)
17-18 Jun -09	Parken 2009, Wiesbaden, Germany (www.parken-messe.de)

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