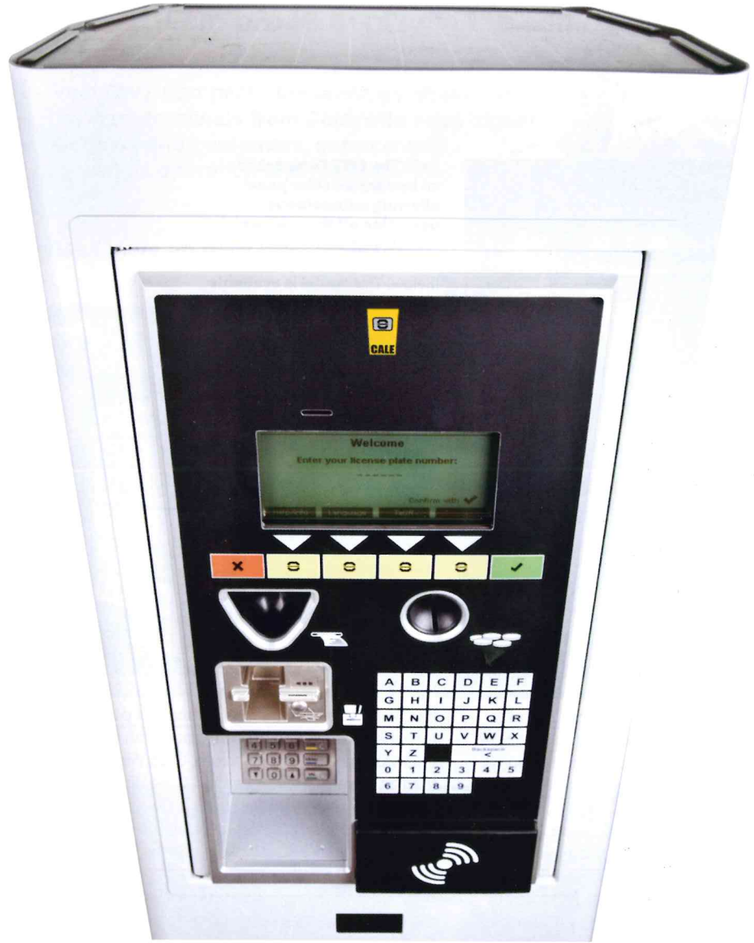


The simple things

A need to make systems easier to use and far less complex is driving future technological developments in the parking sector

Words | **Tina Dahl, Cale Access, Sweden**

The world's first working parking meter appeared in 1935, consisting of a coin detector, a dial to engage the mechanism and a visible pointer and flag to indicate when the paid period expired. This configuration and above all the means of payment for parking remained more or less unchanged for some 40 years, until the 1970s. Fast-forward another 40 years, however, and parking technology has advanced beyond recognition from the 1930s.

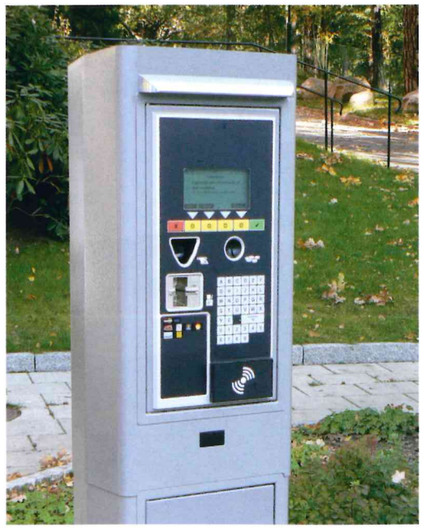
What has been the driver of this revolutionary development? The answer is simple: parking operators and their customers. As with other areas in our everyday lives, we all expect everything to happen more quickly these days, and to be simpler and more secure. If we then factor in advances in IT and increasing environmental awareness, we can see the shape of the next generations of parking solutions.

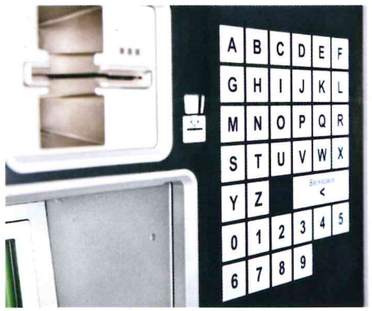
To meet these kinds of ever-increasing demands, Cale Access – a Swedish company that first provided traditional mechanical, coin-operated meters over 50 years ago – has developed innovative solutions designed to make life simpler for parking operators and their customers around the world. "One noticeable trend within these developments has been integration between operator-owned systems and solutions from different suppliers to create efficient and operator-specific ticketless systems," says Anton Kaya, vice president and head of product management at Cale Group. "This is an area in which Cale has been a pioneer. We have already installed these kinds of systems in both Europe and North America."

Ticketless benefits

The most immediate advantage of a ticketless system is that the person parking does not have to return to the car with the ticket once it has been purchased. In fact, the arrival of virtual payment means drivers do not even have to print a ticket unless they specifically want a receipt. Having initiated the parking session, the driver can then easily extend the session via a mobile phone app or other wireless technology, all without returning to the vehicle or car park.

This all helps to take the stress out of parking. For drivers, this means no longer needing to carry a roll of coins on them at all times. There's also no more rushing to a bank or being obliged to buy a cup of unwanted coffee to get change that may not be enough – or is actually too much, yet no





(Left) **The CWT Compact has an integrated solar panel allowing autonomous operation off the grid, which is both economical and benefits the environment**
(Below) **The model is available both as a new terminal and as an upgrade kit for already installed MPC terminals**

Contactless NFC reader on the Cale CWT payment terminal

change is given at the parking terminal. Equally important, there is no more grumbling about slow queues at payment points, or people hurrying on receptionists while anxiously checking whether their parking time has expired because an appointment is running late.

For operators, integrated technology will make life easier for enforcement officers as vehicle identification can be done in several ways. These include the most obvious, the vehicle numberplate or a sticker on the vehicle, via electronic radio transmitters or linking the purchase to the parking lot or zone where the car is parked. Not to mention the elimination and associated security concerns of regular coin collection and terminal maintenance to ensure ticket rolls are refilled, etc.

The next generation of payment terminals are also far more environmentally friendly. Not only are the terminals much more energy-efficient, solar panels mean they can be installed independently of a wired power supply and therefore also highly cost-effectively. They can even be configured for multiple purposes and include several additional payment and ticketing solutions – such as combined park and ride and other public transport tickets, or in connection with social events or entertainment. In addition to commercial purposes, the terminals can even act as information points to display community information to both tourists and local people, further increasing the versatility of the terminal and the value generated.

To meet customer desires for such versatile and multipurpose applications, Cale has developed its CWT (Cale WebTerminal) range of payment terminals, which can be combined with the company's back-office system, Cale WebOffice, to form a smart concept called Cale WebConcept. "Installing Cale WebConcept enables parking operators to focus more on end users, modernise their payment terminals, enhance their level of service and at the same time gain better control over their operations. The time and financial savings the concept delivers offer operators the scope and funds to continuously review their services and implement ongoing improvements," Kaya explains.

The perfect balance

The Cale development team constantly strives to match needs with technological innovations to make life better for both operators and end users. This is illustrated by the CWT Compact, the newest addition to the CWT family – the latest generation of payment terminals where the graphical user interface can display tariffs and other kinds of useful information for end users. Ticketless payment parking enforcement efficiency is enhanced via registration number control, while smart locks and the remote configuration, upgrading and management of software simplify operations and maintenance. This all adds up to a smoother, easier and more stress-free life for users and operators.

All of these advances help make today's parking technology unrecognisable from the 1930s, yet the common driver for all of them is simplification. Simplification for everyone – customers, operators and enforcers. ■