



CALE GROUP

NEWSLETTER 2 / 2007

CALE CHOSEN FOR THE CITY OF CALGARY

Cale Systems has received an order from **Calgary Parking Authority (CPA)**, a new Cale customer in Canada, for a complete parking system comprising 400 CWT 2115 terminals and a Cale WebOffice back-office solution.



The official launch of the first pilot was on July 19th. The installation of the new Cale Web Terminals will continue during the autumn of 2007. All parking metres in the city centre will be replaced with solar powered Cale terminals.

The order is the first step in a major new scheme to improve on-street parking in central Calgary. It is a part of the Park Plus initiative which represents a whole new approach to on-street parking in Calgary, setting new standards for convenience and simplicity as well as respect for the environment.

The General Manager for CPA, Dale Fraser, says the removal of meters will increase the availability of parking spaces. "The smaller cars used today take up less space, and so more vehicles can be parked per street, which means

more people are able to park in central Calgary. We estimate more than 200 cars will be able to park at any one time as a result of the new system" explains Mr Fraser. The CWT terminals accept both cash and credit cards.

CITY OF BOULDER REPLACE PARKING METERS

The **City of Boulder** in Colorado, USA, have replaced 1270 coin-based single-space meters in the city centre and University Hill with 140 new Cale MP 104 Compact terminals.

The new terminals, supplied by the Cale distributor Cale Parking Systems USA, will still accept coins but will also accept credit cards, pre-pay cards and tokens.

Users simply insert and remove their card and add increments of time.

Operating instructions can be displayed in English, Spanish, French or German. The motorist is also given a five-minute "grace period" so those who return to the car within five minutes of the expiry time of their ticket will not get a penalty ticket.

Motorists who have parked at one on-street location will be able to drive to another location in the city where the new terminals are available and use the remaining time on the previously purchased ticket to park for no additional charge. The city selected the solar-powered Cale parking terminals because they represented the most user friendly option.

NEW ORDER FROM BAD WILDUNGEN

Cale Deutschland has recently received an order for Cale terminals from the German city **Bad Wildungen** as part of plans to replace existing MP 102 terminals with modern MP 104 equipment. The new terminals will be connected to Cale WebOffice.

KENT EXPANDS WITH CALE

After successfully operating Cale terminals at countryside sites across Kent in the UK for many years, **Kent County Council** have

recently installed Cale MP 104 terminals at four further locations in West Kent, at the Teston Bridge Picnic Site, Manor Park Country Park, Trosley Country Park and Lullingstone Country Park facilities.



Previously, car parking charges were collected by an "honesty box" system, supplemented by seasonal car park assistants during peak times. However, this was not considered satisfactory, as much revenue was estimated to be lost through visitors not paying at the honesty box, and car park assistants were tied up collecting money.

It was decided that the installation of parking terminals would be a much more efficient means of collecting the parking fees, and time previously spent collecting money can now be better deployed with other useful tasks.

Because some of the terminals would occasionally have poor exposure to sunlight, combined with very high usage levels, the terminals will operate with solar power, but are also able to operate on mains power when necessary.

CALE AT PARKEN

The **Parken Messe**, which took place in Wiesbaden in July, is the largest parking exhibition in Germany. Cale Deutschland exhibited, together with the Cale distributor Stadtraum, the new Cale Web Terminal models CWT 2110 and CWT 2120 as well as Cale WebOffice and the new upgrade solution MP 104 Advanced.



The **MP 104 Advanced**, to be fully launched next year, offers customers the opportunity to upgrade their already installed MP 102 and MP 104 terminals with many of the functions offered by the CWT. Some of the features offered by the MP 104 Advanced include a large graphical display and a user friendly and flexible user interface that can be fully controlled via the Cale WebOffice service.

Many visitors showed interest and were impressed by the flexibility and potential of the terminals. Cale Deutschland also exhibited their newly developed power source terminal designed for camp sites (see separate article).

MARKET REPORT

ITALY

In July 2007 **Eltron SpA**, the exclusive distributor for Cale terminals in Italy, obtained approval for the MP 104 Compact terminal by the Ministry of Infrastructure and Transport.

UNITED KINGDOM

After being awarded a contract by **St Edmundsbury Borough Council**, Cale BriParc have installed mains powered Cale MP 104 parking terminals at various locations across West Suffolk, as part of a phased replacement of their existing terminals. The Council has also signed up to Cale WebOffice, a Windows based back-office package for the management of a group of Cale parking terminals.

The **University of Sunderland, UK**, has installed solar powered Cale MP 104 Compact parking terminals.



The university made this decision as part of a scheme designed to discourage unnecessary car visits to the university campuses whilst improving availability of parking spaces for those who particularly need them. All of the parking terminals at the University of Sunderland are connected to the Cale WebOffice service. Cale BriParc were also recently awarded a contract by **Mendip District Council** to install 56 mains and solar powered Cale MP 104 parking terminals across the District in Somerset in its five historic towns: Frome, Glastonbury, Shepton Mallet, Street and Wells.

The installation programme is to replace all of the Council's existing terminals, as well as installing terminals in additional car parks where charging is being introduced. Certain terminals also feature additional tariff buttons, which allow coach drivers to park at a different tariff rate from car drivers and allow heavy goods vehicle (HGV) drivers to park overnight.

NEW ZEALAND

Hamilton City has recently undertaken major refurbishment works to one of its inner city streets involving the replacement of paving and sealing, and improving the aesthetic appearance of the street, incorporating new green areas and a modern and revolutionary street lighting system.



To control vehicle parking, the City has chosen Cale MP 104 Compact terminals configured as pay-by-space machines to replace single bay parking meters. To complement the colour scheme for this project, the terminals were specified to be finished in grey.

Each Cale terminal manages up to 8 parking bays. Batteries are recharged by solar energy during the day and from the street lighting circuitry during periods of darkness.

The first major public event held in the Hood Street re-development was the opening ceremony of the World Rally Championship (WRC) Rally New Zealand.

CANADA

South Alberta Institute of Technology (SAIT) has joined the Cale family as they recently purchased MPC 104 solar powered terminals accepting credit cards and coins to replace competitor's products. SAIT is located in the City of Calgary and the order came just after the substantial order received by the city itself through their Parking Authority. Strengthened by those two major customers, Cale Systems expects further expansion of Cale products in western Canada.

Sherbrooke City, in the province of Quebec, Canada, has recently purchased MPC 104 terminals, primarily in order to replace a barrier system in the central area of the city. The city of Sherbrooke, located in the eastern suburbs of Quebec, was the first city in North America to trial the Mondex chip card scheme in the early year 2000 in the MP 104 terminals. Although the Mondex chip card scheme was soon abandoned, the Cale terminals are still going strong.

LATVIA

The Cale partner Hansab has sold a number of MP 104 Compact terminals to their customer **Europark**. Up to October 2007, Europark have expanded their pay and display operations in Latvia by more than 100 % compared to 2006. The most recently ordered terminals were delivered in September this year.

FINLAND

During the summer the existing Cale customer **Åbo City**, has replaced outdated Cale equipment with new MPC 104 terminals accepting payment with coins.

CZECH REPUBLIC

ATOL, a company that provides parking in the city of Hradec Kralove, has started to replace competitor terminals with Cale MP 104 terminals for coin payment. The order, that also includes the Cale WebOffice service, was awarded to the Cale partner Europeum after more than two years of negotiations.

SWEDEN

To reduce cash handling on board buses in the city of Uppsala, **Uppsala Buss** has installed a number of MP 104 terminals where the passengers can buy their bus fare tickets.



After a trial period, Uppsala Buss has now placed an order for 20 more terminals that will be connected to the Cale WebOffice service.

Luleå Buss has invested in a number of MP 104 terminals which enables the passengers to buy their bus tickets with coins and credit card.

Duosec in the city of Norrköping has been requested to introduce parking charging in the city of Söderköping by installing a number of MP 104 terminals accepting coins and credit cards.



Stockholm Traffic (SL) has now increased the number of Cale fare ticket terminals. They serve the passengers in the whole Stockholm region and the terminals are centrally monitored by Cale WebOffice.



On August 1st the parking operator **Carpark**, owned by Q-Park, reopened their renovated multi-storey car park Campus in Stockholm city. Up to 90 motorists are served by two MP 104 terminals connected to Cale WebOffice.



Carpark has invested in new MP 104 terminals that will replace old machines at the Fyrishov, an indoor water park, pool and sports complex in the city of Uppsala.

The **Göta Canal Steamship Company** has purchased Cale terminals to enable visitors to pay for their car and caravan parking fees in an easy way. The Göta Canal is Sweden's leading tourist waterway and a major visitor destination.



The county **Falu Kommun** will replace their existing ticket machines with new Cale MP 104 terminals accepting coins and credit cards.

The hospital **Karlskrona Lasarett** will install a number of new MP 104 terminals.

USA

New Cale parking terminals became operational on September 6th in **Portsmouth, New Hampshire**, marking the beginning of a one-year pilot project. The new terminals accept both credit cards and coins.

The citizens will also benefit from the new terminals as they free up pavement space for pedestrians as the existing meter posts have been removed. The new terminals are also more reliable than traditional single-space parking meters.

IRELAND

Waterford City has placed an order for 70 MP 104 coin terminals and the Cale WebOffice service. The town previously used pay and display parking using scratch cards.

SWITZERLAND

The Cale distributor Sitax Systems AG has installed MP 104 pay by space terminals in a local area network in a multi-story car park at the Telli shopping centre in the town **Aarau**.

NORWAY

Since Cale WebOffice was introduced in Norway in May this year, approximately 600 Cale terminals have been connected to the service. The terminals belong to 10 municipalities and 15 private parking companies/private owners.

Olav Thon Group, one of the biggest owners of shopping centres and hotels in Scandinavia, has formed a private parking company called Time Park AS that has ordered 45 units from Cale AS.

Based on an open tender, the **Bærum** municipality has signed an agreement for the delivery of Cale terminals and other services for a period of 3 years with the option for a further year.

Together with **Proxil AS**, the former distributor of Accent pay and display machines, Cale AS will deliver Cale terminals to operate barriers and to replace Accent machines.

EuroPark AS has signed a new agreement with Cale AS / Cale Access AB for delivery of Cale terminals in Denmark, Norway and Sweden in 2007 and 2008.

NEW APPLICATIONS

PAY FOR YOUR CARAVAN MAINS POWER SUPPLY WITH A CARD



Cale Deutschland has, together with the German company **Freizeit Reisch**, designed a power distribution terminal that accepts payment with ecGeldKarten cards instead of coins. The new solution was shown at the Caravan Salon Düsseldorf exhibition at the end of August.

The first terminals have been installed at a caravan camping site by the river Weser in Minden and they have become much appreciated by motorhome drivers.

SWEDES GO TO SEA WITH CALE

The **Stromma Group** is one of Sweden's leading companies in the tourist industry. Part of their business includes the operation of a number of passenger boat routes.

In the city of Gothenburg, a number of Cale pay terminals are currently being installed to serve passengers travelling on the Paddan sightseeing boats.



During the summer, Cale pay terminals have been installed to serve the passengers travelling between Stockholm City and the Drottningholm Castle.



CALE AT YOUR DISPOSAL

Sörab is a waste disposal company in northern Stockholm who also compost park and garden waste to produce soil for private and business customers.



The company has now invested in a number of Cale MPC 104 terminals accepting card payment to reduce the handling of cash.

At the terminal used for purchasing soil products, the desired product can be selected by pushing a button a corresponding number of times and can then be paid for with a credit card.

CORPORATE INFORMATION

A WORD FROM THE MANAGING DIRECTOR

The accounts of the Cale Group have just been finalised for the financial year 2006/2007.

This has been a successful period for the group as a whole. Our consolidated turnover has increased by more than 30 % compared to the previous year, and our position has been strengthened across a number of markets.



Torkel Hårdeman / MD, Cale Access Group

These successes have, in turn, meant that we have invested heavily in the group's resources for market penetration and product development, which is necessary to guarantee future stability and growth.

As with all international operations based on relatively high technological and advanced products and systems solutions, not everything always runs smoothly. But these are the times when our capabilities and desire to serve our identified markets are put to the test.

Furthermore, we are well aware of the importance of our customer's know how and their understanding of relatively complex system installations. The demands of our customers increase and we have to expand with our current and future customers.

I wish all our customers, partners and colleagues the best of luck in the continuing development of their current businesses and future activities.

A CALE PROFILE

Steve Nicholls, the Managing Director of Cale BriParc Ltd in the UK, has been with the company for over 20 years. Steve started his career in parking in 1976, and joined what was then BriParc as Projects Engineer in 1984. His initial training qualifications and background was in electrical and electronic engineering, which he used to design barriers and rising kerb products for BriParc.



1999 was a major year both for BriParc and for Steve. Cale Access AB acquired BriParc and the new company was given its current name, Cale BriParc Ltd. At the same time, Steve became Managing Director and has since overseen a period of sustained growth. Steve explains how Cale BriParc has evolved since its formation: "The acquisition of BriParc by Cale has been a very positive step forward for the company and indeed for the Cale Group as a whole. Today, we have a stable, profitable company offering a comprehensive range of parking equipment together with the very latest technology. We are a major player in the UK for pay and display terminals and can also boast major customers for our pay on foot systems supplied by ICA."

NEW CALE DISTRIBUTOR FOR ITALY

Eltron, a new Cale distributor with their head office in Genoa, was established in 1984 and was previously part of a group whose activity was connected to the application of science of automation in the field of transport, vehicular traffic analysis and optimization. The company is certified according to ISO 9001 and SOA RINA. In 1985 Eltron started, as the first company in the country, to introduce and commercialize parking terminals in the Italian market and, later on, to develop and manufacture its own high-tech product, called Parco System, designed to control and operate car parks.

CALE BRIPARC RELOCATES



Cale BriParc, UK, have relocated their Head Offices to Paddock Wood, Kent. The new premises, situated just a few miles from their previous offices in Tonbridge, offers modern and enhanced facilities for training and technological development, and the move is in line with Cale BriParc's strategy of continued expansion. See new telephone number below.

Their e-mail and web site addresses remain unchanged. Visit www.calebriparc.co.uk for full address and number information.



*"Oh my Lord, it's a Cale terminal!
Let's buy two tickets to heaven, Martha."*

WHERE TO SEE CALE PRODUCTS

2007

- 30 Sept.–03 Oct. Conf. & Trade Show, Charlottetown, Canada (www.canadianparking.ca)
- 02–05 October Trafic, Madrid, Spain (www.trafic.ifema.es)
- 10–12 October Municipio, Liege, Belgium (www.municipio.be)
- 10–12 October Intertraffic, Fort Lauderdale, FL, USA (www.northamerica.intertraffic.com)
- 17–19 October Infrastruktura, Warsaw, Polen (www.biztradeshows.com)

2008

- 01–04 April Intertraffic, Amsterdam, the Neherlands (www.intertraffic.com)
- 23–24 April Parkex, Manchester, UK (www.parkex.net)
- 14–16 May Traffic-Expo, Kielce, Poland (www.targikielce.pl)
- 01–04 June IPI Conference, Dallas, TX, USA (www.parking.org)

CALE ACCESS AB, Sweden • +46-8-799 37 00 • www.cale.se
CALE DEUTSCHLAND GmbH, Germany • +49-5021-911 330 • www.caledeutschland.de
CALE BRIPARC Ltd, United Kingdom • +44-1892-839489 • www.calebriparc.co.uk
CALE SYSTEMS Inc., Canada • +1-450-461 08 80 • www.calesystems.com
CALE AS, Norway • +47-22 76 40 20 • www.cale.no
CALE GROUP • www.calegroup.se

