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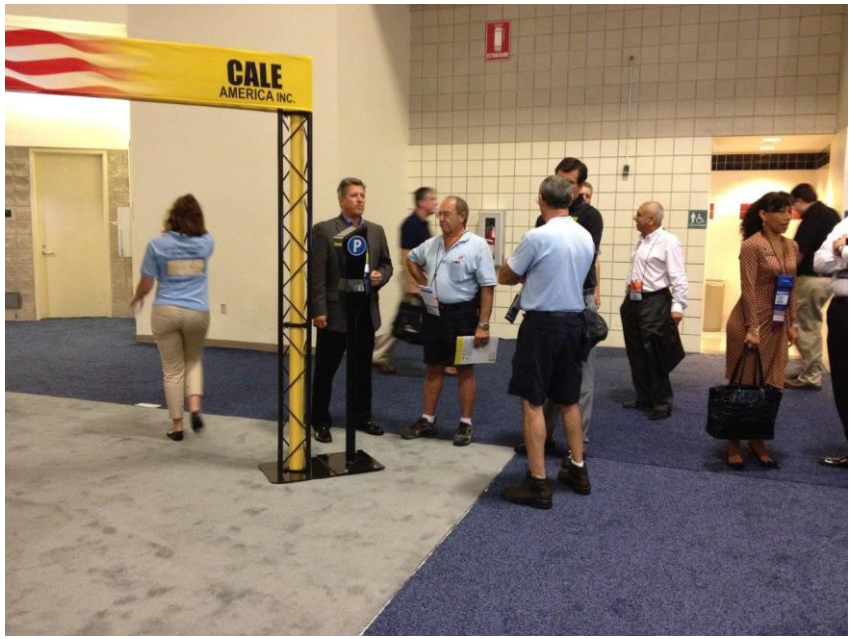
CALE

CALE

P
BAYAR
DISINI

INFRA
CITY



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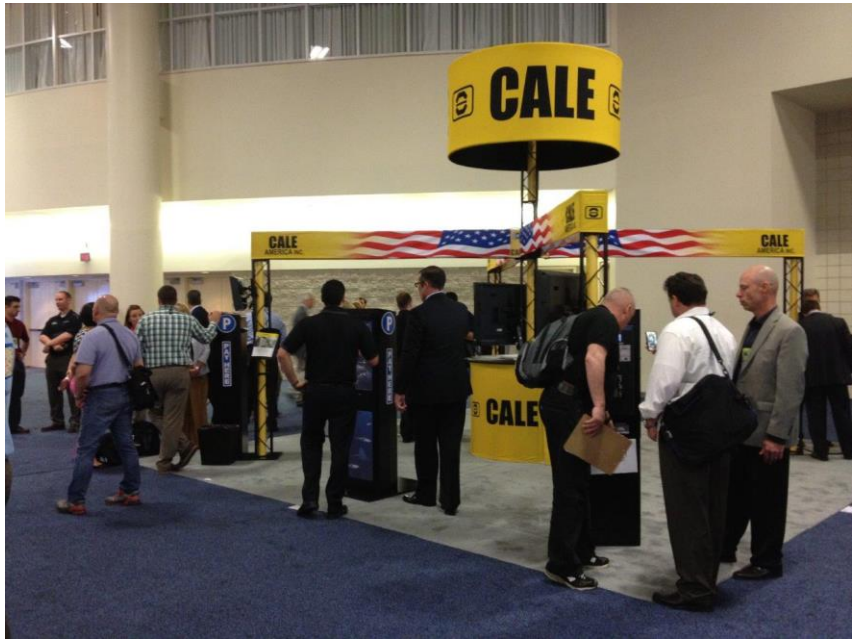


CALE

CALE

Parkeer-
automaat

BEACH
PARKING
PAY & DISPLAY
PAY HERE

CALE

P

P

STEMPEL PLAKAT
SABLON KOP SURAT
STEMPEL

CALE

Låst SIM
18:36
22 %
Skickat
KILAUAN
KERONGSANG

MY MAXIS 3G
17:35
35 %
Skickat

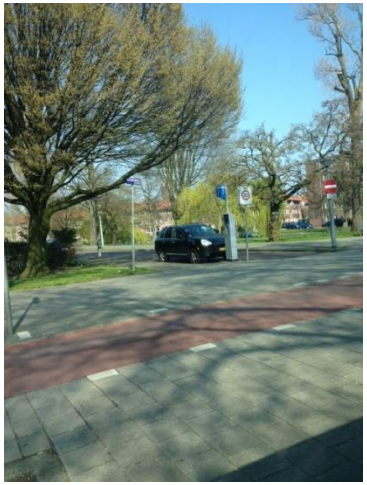
MY MAXIS 3G
17:35
35 %
Skickat

E
Biljettautomat

CALE

BILJETTAUTOMAT
En rostning
för varje tillfälle.

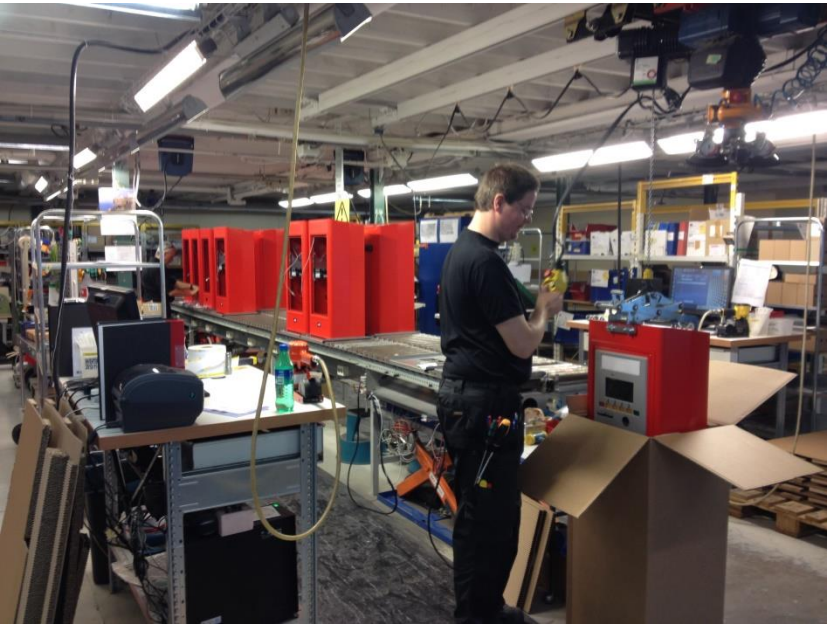
TICKETS



CALE
AUTOMATIC SYSTEMS
ParkPlus

CALE
CALE
PARKING HAS NEVER BEEN SO EASY
#1 MOBILE PAYMENT PROVIDER

CALE

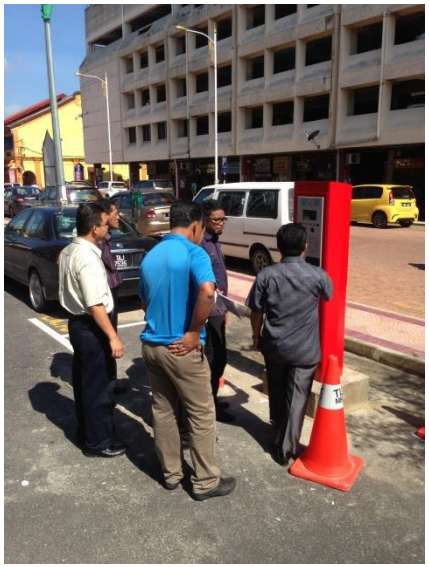


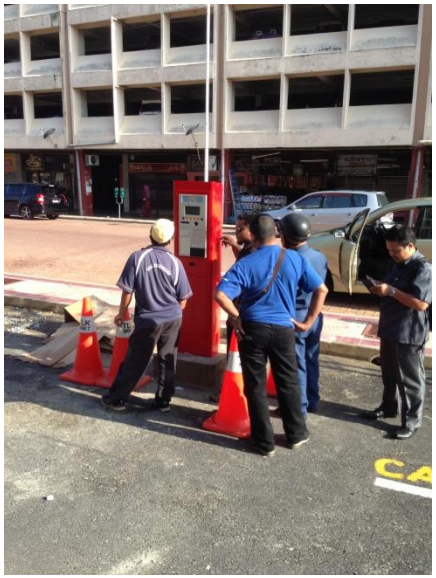
CALE

Biljettautomat

Biljettautomat

CALE





DALLAS BROOKS
CONVENTION AND
PAY HERE
Wilson

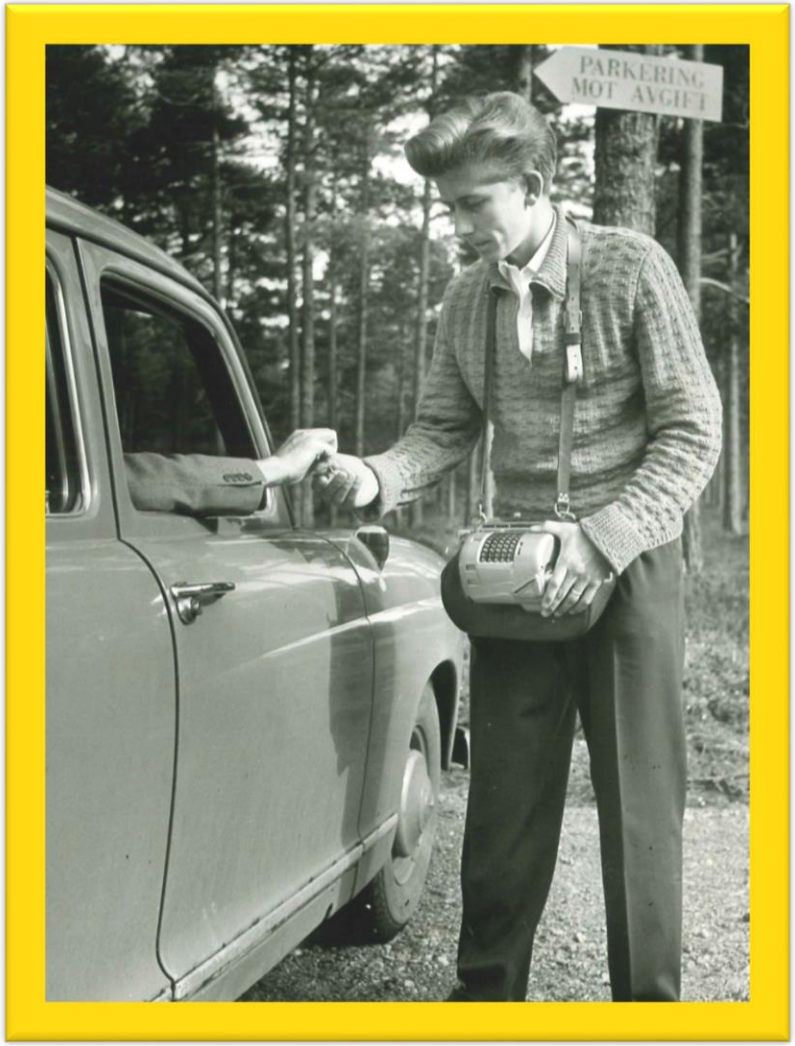
PAY HERE
Wilson
TICKETS

CALE ACCESS

PARKING SOLUTIONS SINCE 1955

CALE

CALE GROUP PRESENTATION



CALE

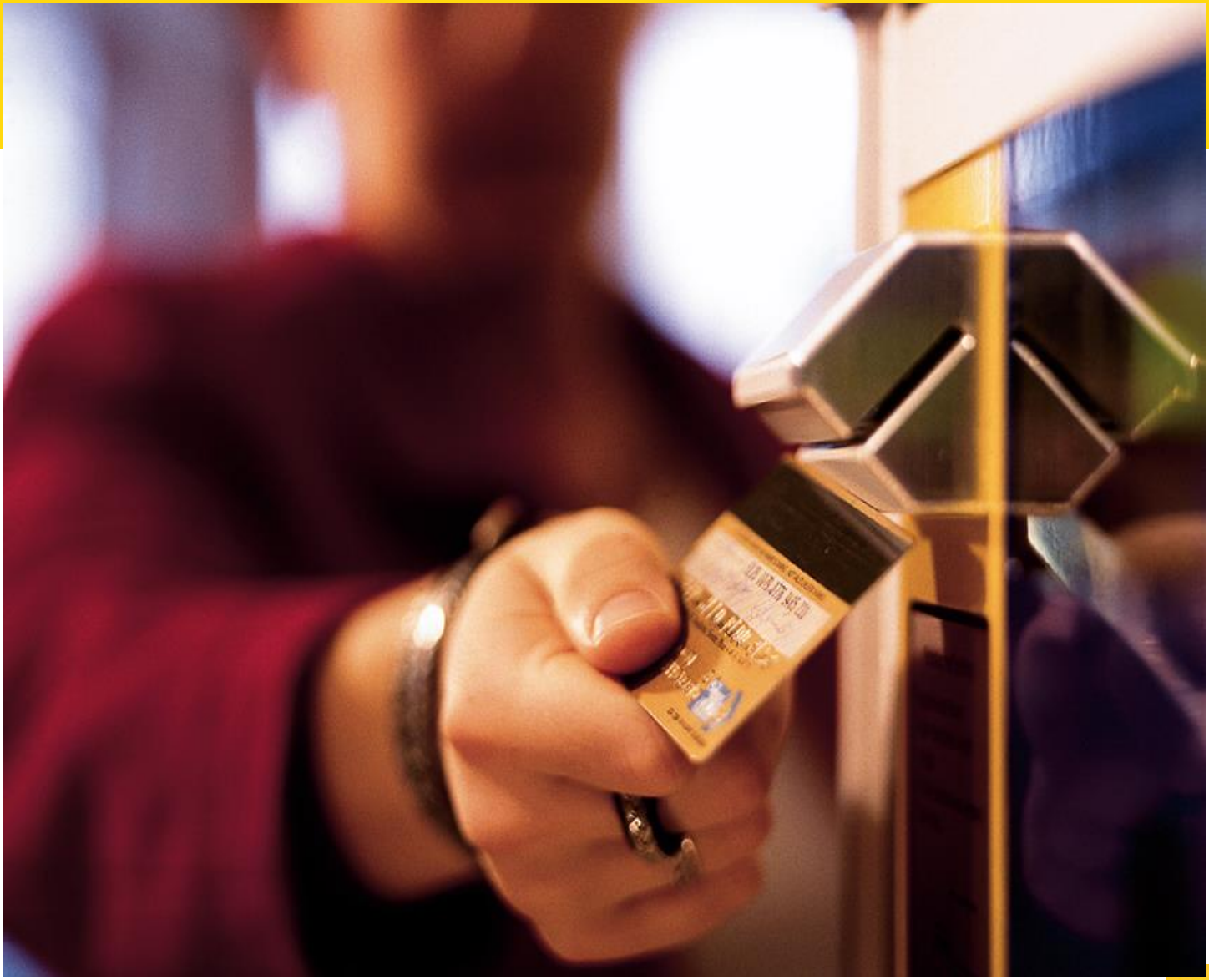
Short Cale history

- Cale was founded in 1951 by **C**arl-**A**xel Andersson and **LE**nnart Fungdahl.
- Carl-Axel was a visionary man and introduced the first parking meter to Sweden on 1952. Since then Cale has developed a number of innovative terminal models.
- Manufacturing takes place in the Swedish city Gävle. Adaptions are made locally.
- Already in the late -1980s, Cale was the first supplier to develop a complete back-office system.
- Cale is since 2004 owned by Mellby Gård Industri AB.

CALE

CALE

CALE



CALE

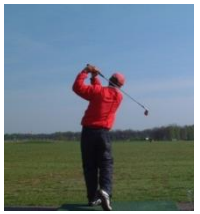
Cale's three business areas

Unattended, outdoor payment for:

- **On-street parking**
  Pay & display, pay-by-space,
  pay-by plate

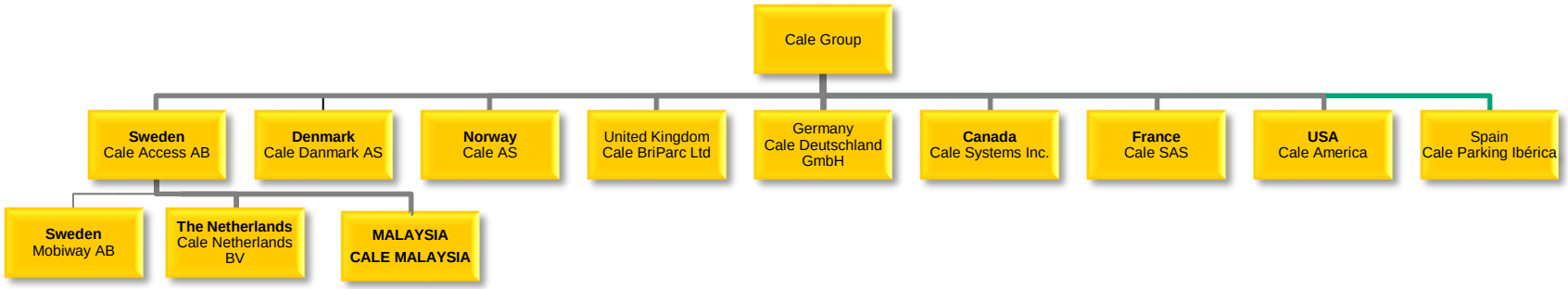
- **Public transport**
  Bus, underground, ferry etc.

- **Other applications**
  Charging stations for electric vehicles,
  entrance tickets, etc.



CALE

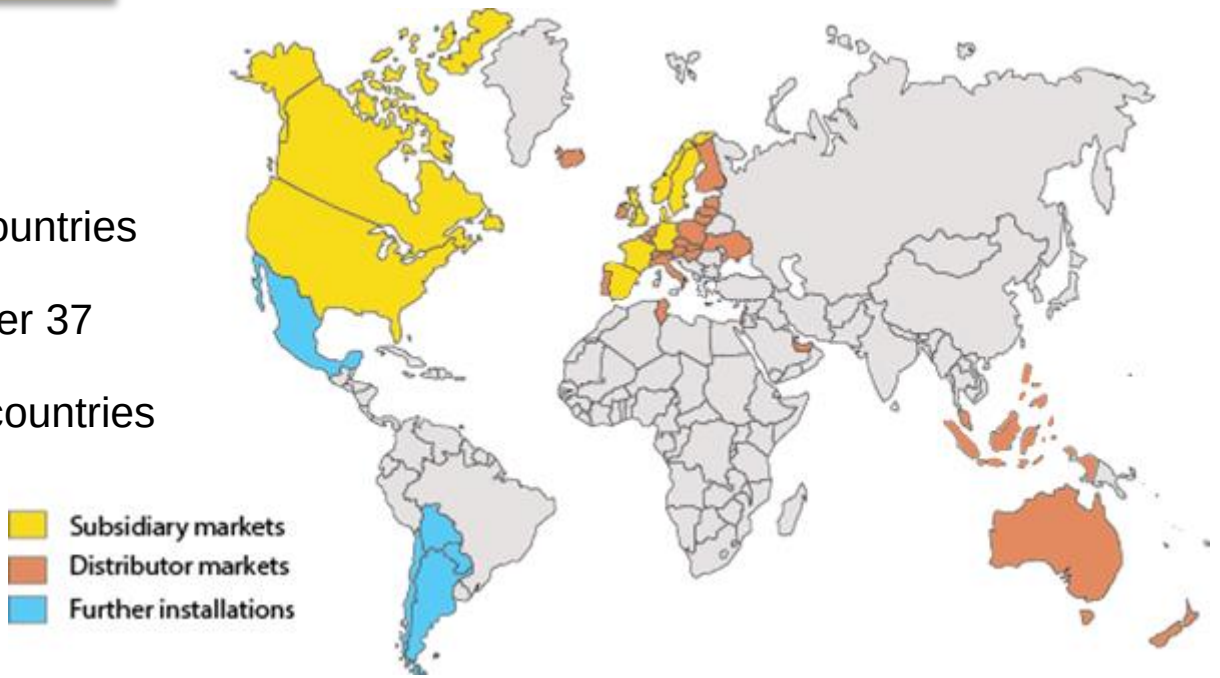
Cale in the world



Subsidiaries in 10 countries

Distributors in another 37

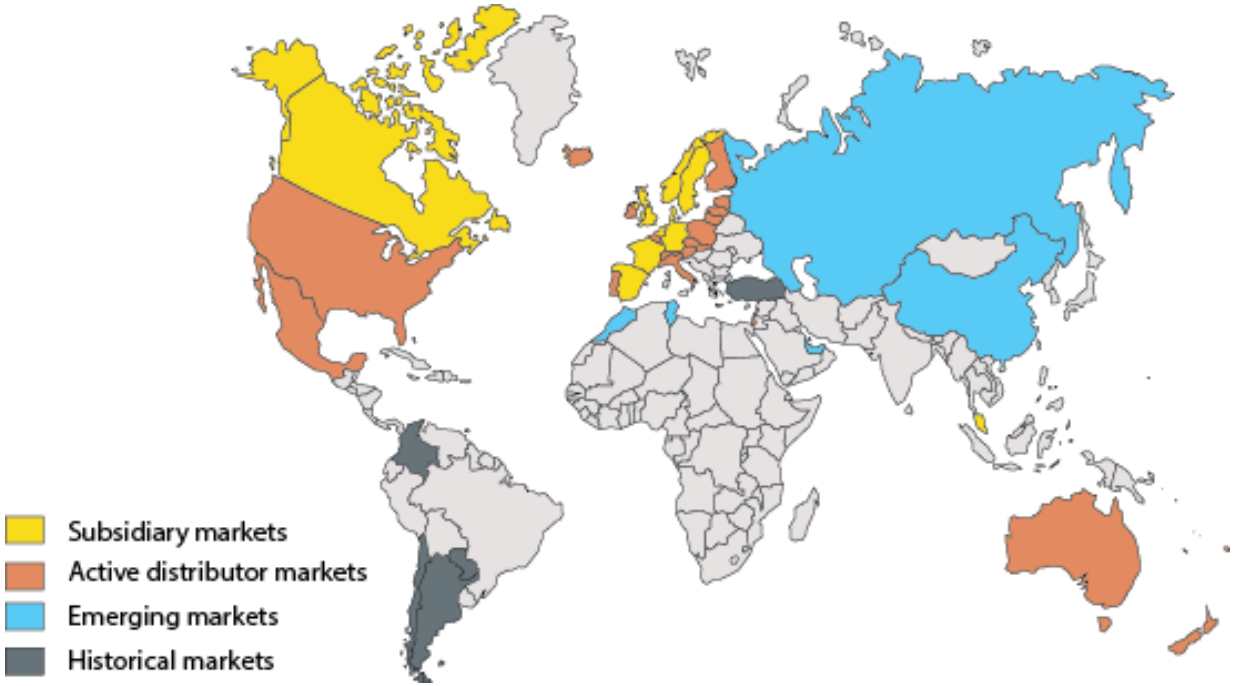
Installations in 50+ countries



CALE

Global presence

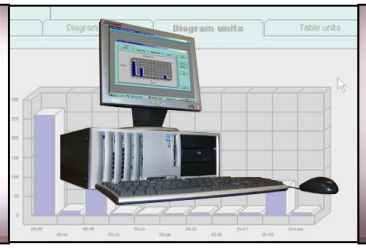
Cale has installed equipment in nearly 40 countries and on all continents.



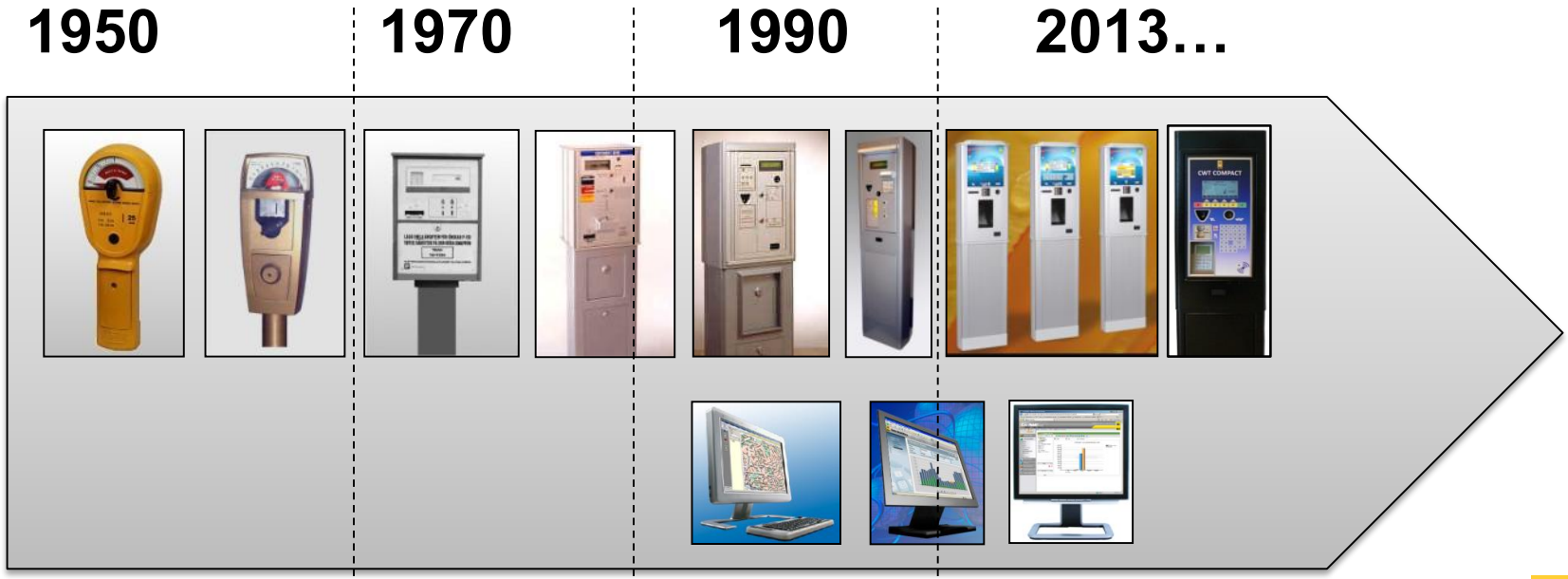
CALE

Historic product time line

Orub	Cale 67	B10	EL 2002	PM 77	EMP 4004	MP 5005	MP 6006	EMP 7007	MP 8008	MP 8008 XL	MP 101
1955	1967	1970	1974	1977	1978	1978	1978	1982	1984	1984	1989

MP102	MP103	TMA4Win	MP104	C-Argus	MPC	MP104 XL	Web Office
							
1992	1993	1993	1996	1998	2002	2004	2005

Cale Research & Development has long experience of technology introduction in On-Street Parking



CALE

Products and services today

Parking meters/
Payment terminals

Service & support

System services

Values within Cale

Innovation

- We continuously improve and renew our products, services and work methods
- We see new ways of relating to customers and partners
- We search ways of becoming more cost efficient

Reliability

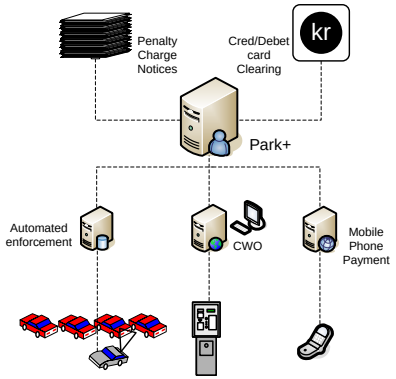
- Our products are of a high and consistent quality
- You can trust that Cale's employees take responsibility and keep what they promise

Openness

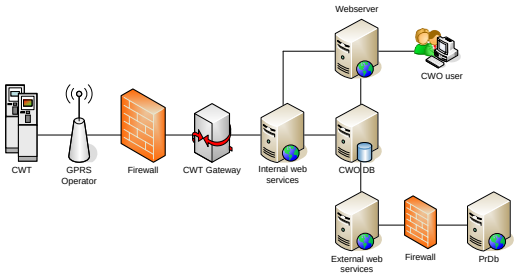
- Our products and systems are open for integration
- We have an open communication with our customers and partners
- We discuss challenges and opportunities openly within Cale

CALE

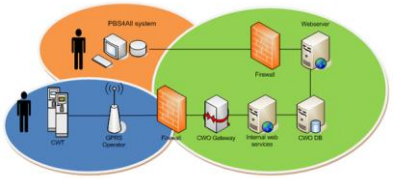
- **2007 – Calgary**
  - 900+ CWT 2115 and CWO
  - Zone number and license plate input
  - Credit card integration (PCI Level 1)
  - ANPR enforcement integration



- **2008 – Amsterdam**
  - 3500+ CWT 2120 and CWO
  - License plate input
  - Credit/Direct debit/E-purse card integration
  - PRDB/Servicehuis (RPV) integration



- **2009 – Utrecht**
  - 800+ CWT 2120 and CWO
  - License plate input
  - Credit/Direct debit/E-purse card integration
  - Online Account - Virtual parking permit system
  - Integration with Utrecht inhabitant database



CALE

- **2010 – Chicago**
  - 5000+ MPC and CWO
  - Operator Specific business system in CWO2
  - Credit card integration (PCI Level 1)
  - Integrated with cell phone payment (to CWO)
  - Functional development for specific tax handling

- **2012 – Pittsburg**
  - 900+ CWTC and CWO
  - License plate input
  - City wide Top-Up function (centralized)
  - City wide forced rotation (centralized)
  - Integrated with cell phone payment (to and from CWO)
  - Integrated with ANPR enforcement

CALE

Products and Services

CALE

One managementsystem

Credit card handling/ processning

Permit and payment applications

Other suppliers and data sources

Terminal

Mobile payment

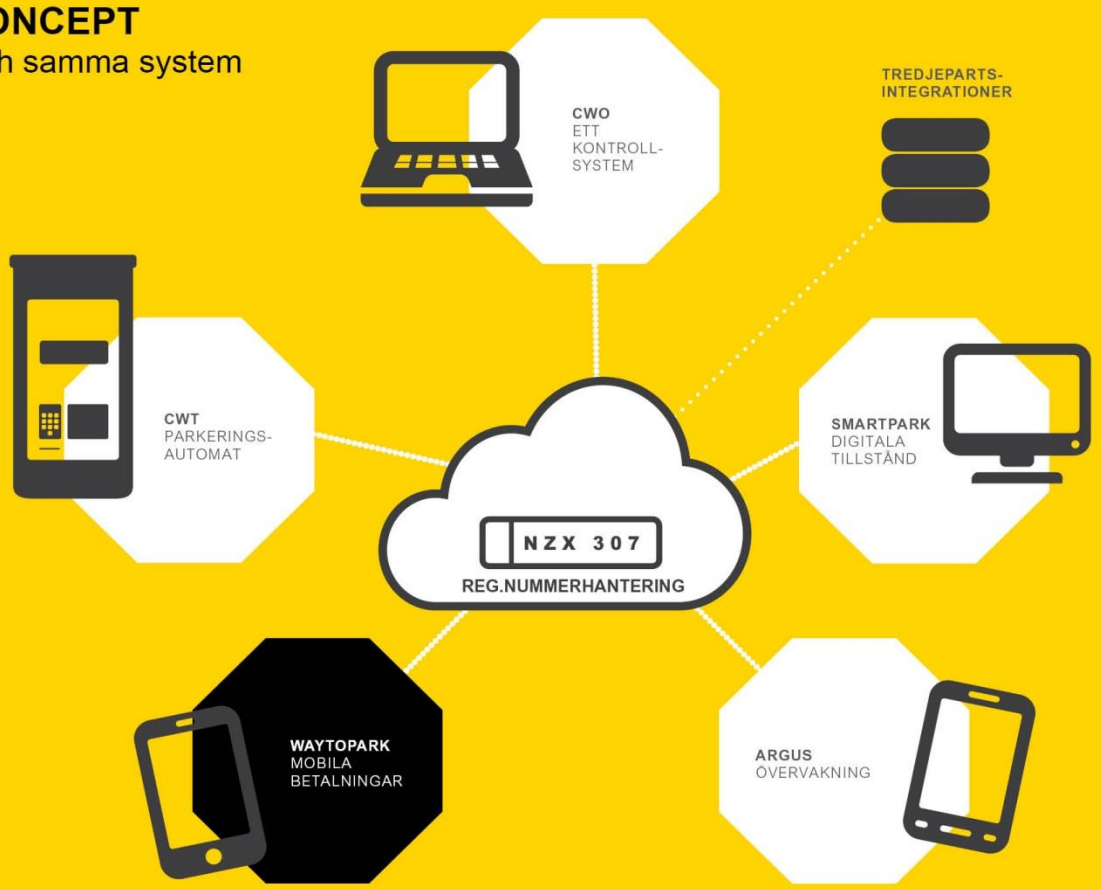
Enforcement

CALE

DET HAR ALDRIG VARIT SÅ LÄTT ATT PARKERA

CALE DIGITAL CONCEPT

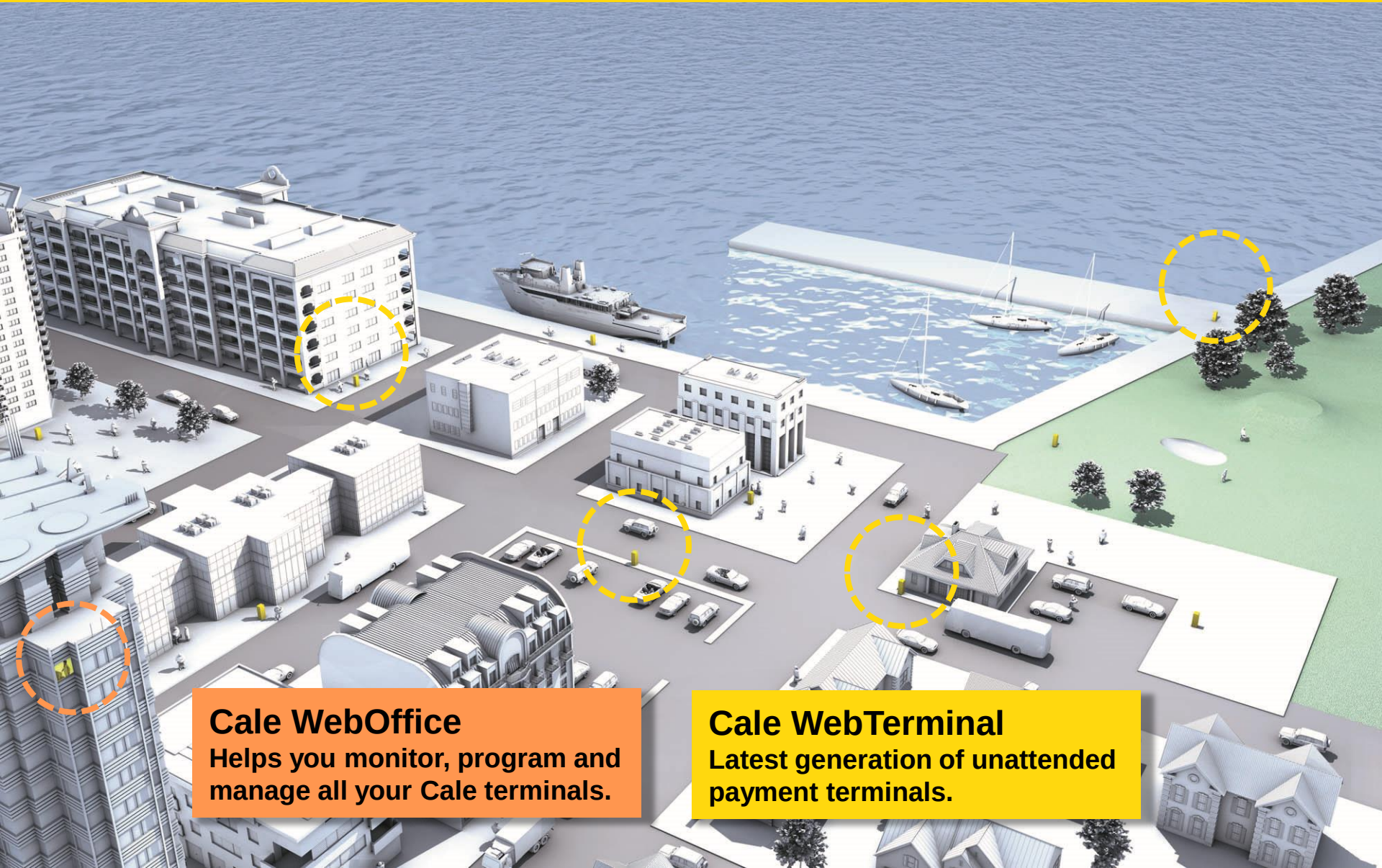
- Allt integrerat i ett och samma system



CALE
SVERIGE

CALE

Cale WebConcept – In a nutshell



Cale WebOffice
Helps you monitor, program and manage all your Cale terminals.

Cale WebTerminal
Latest generation of unattended payment terminals.

Cale WebOffice2

- Web based management and operation of Cale paystations
- Optimal administration tool for operational staff, terminals, spaces
- Provides data analysis for follow up and decision making
- PCI DSS Level 1 certified

Cale WebOffice2

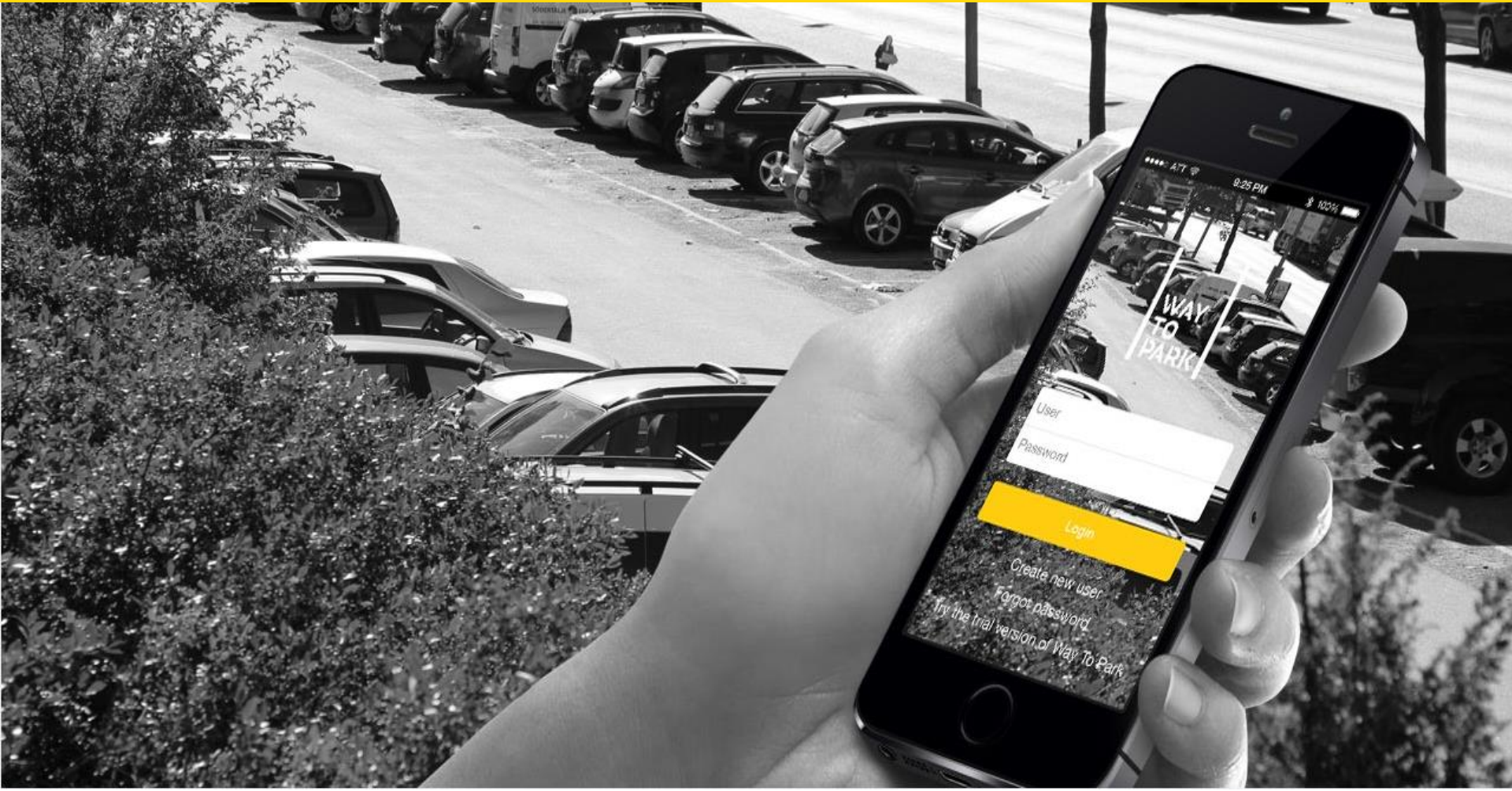
- Customizable start page
- Gadgets and News
- Clear interface and menu access
- Personalization on page level

- Statistics and reports
- Detailed purchase and event data
- Standard and Advanced filters
- Dynamic reports and statistics
- Export of data and reports (Excel, Word, PDF)
- Standard and custom XML Web Services

- Google Maps overview
- Alarm forwarding by SMS, E-mail
- Comply to PCI DSS level 1
- Access control to CWO and CWT
- Remote software and parameter upgrade

CALE

WayToPark BY CALE



CALE

Januari 2014