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First results of a pan-european evaluation



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FOR OTHERS

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## Dear EPA members and friends,

this summer edition of Parking Trend provides you with the latest developments from within the parking sector and the European Parking Association and looks back on a successful Intertraffic in Amsterdam (page 10).

Newsletters, magazines and emails are excellent means to keep up the communication flow between members and within the industry. There are however events that are even more effective and our annual general meeting on September 24 this year in Liverpool (page 28) is certainly one of them and I am personally looking forward to seeing many of you.



Laurence A. Bannerman

I would also like to take the opportunity to draw your attention to the upcoming 15th EPA Congress in 2011. Parking: the new deal is the title of the 15th EPA congress which will be held in the north of Italy, in Torino from September 14-16, 2011. The venue Lingotto is one of the temples of the European automotive industry, the original Fiat Factory transformed by the Architect Renzo Piano into a magnificent multi functional complex. For the exhibitors this venue is a showcase opportunity in a real exhibition hall to present the excellence of their activity.

An important objective of the next EPA Congress is to study how the cities will function in the forthcoming decade and divulge how our activity can contribute to the vitality of our cities. An interdisciplinary Scientific and Technical Committee, composed of 20 experts from 6 countries, is at work in preparing the scientific programme of the congress. This part of the congress looks towards the future while the social programme remembers the past: fun, good food, wine, interesting visits and a gala dinner of times gone by.

One aim of the 15th EPA Congress in Torino in 2011 will be to move »parking« out of the corner it's parked in, into urban mobility, where it really is an essential player. Visit the congress website: [www.epacongress.eu](http://www.epacongress.eu) where you will find further information about the preparations.

Also on behalf of my colleagues from the board of editors of Parking Trend (page 28) I would like to encourage all EPA members to actively contribute to this magazine with ideas and suggestions for articles and to give us your feedback.

Wishing you all good summer holidays and looking forward to meeting you in Liverpool in September this year and in Turin in September next year!

Kind regards

Laurence A. Bannerman  
Member of the EPA board and  
Chairman of the Organizing  
Committee of the 15th  
EPA Congress TORINO 2011



### Intelligent detectors and RFID readers for parking places

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## Innovation in Tickets

Whatever system Fleischhauer tickets are used in, they are always a reliable means of granting access to both people and vehicles.

As a preferred cooperation partner of the major OLMs Fleischhauer produces parking tickets and cards for all system environments.

Modern offset printing technology and a comprehensive quality management guarantee smooth runnability and excellent results in printing and converting.

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Aura Light/Hytronik

## becomes distributor for Hytronik in Europe

For several years Aura Light and Hytronik have cooperated to develop long life energy saving solutions. The two companies are now further expanding their partnership as Aura Light becomes the exclusive distributor for Hytronik in Europe. Aura Light and Hytronik will also coordinate their development processes in order to continue to provide cost effective energy saving lighting solutions to their customers.

»We are very pleased to have signed an exclusive European distributor agreement with Hytronik. We will now be able to combine our unique Aura Long Life concept with top of the line ballasts and control systems to bring the customer complete high quality lighting solutions,« says Martin Malmros, CEO and Group Director Aura Light International AB. »We have chosen Aura as they are committed to providing their customers with the best possible energy saving solutions and because of their local presence in major European markets,« says Wilson Cheng, Managing Director at Hytronik. ■

► [www.auralight.com](http://www.auralight.com)



»High quality lighting solutions.«

**Martin Malmros,**  
CEO and Group  
Director Aura Light  
International AB

Metric Group

## **METRIC** extends international distributor network

International pay and display equipment supplier Metric has extended its network of distributors with new appointments in Denmark, Estonia, Nigeria and North Africa. Estonia-based distributor Automaatika Keskus OU, of Tallinn, has already won an order for the Aura, and P-Nordic, of Ringsted, Denmark, is working with Metric's development team to satisfy the demanding requirements of Danish pay and display users. In Nigeria, Brassett Belson Associates has been introducing the concept of on-street parking control to the country's major city authorities. The KDM Group, a major Maltese company, is promoting the Aura in both Tunisia and Libya.

Metric's export sales executive Mike Hewett says: »Because Metric is a well known international supplier of pay and display equipment, we work very closely with our distributors around the world to support a very large customer base. Whilst continuing to maintain business levels within the developed nations, we are now finding there is increasing interest in on-street parking control in many other countries where we have not previously had a presence and this augers well for the future.« ■



Ikea trusts in the parking guidance system CirPark at its Milano shopping center.

Circontrol/Ikea

## Cooperation in Milan



One of the most prestigious home and furniture chains in Europe, Ikea, has decided to use the parking guidance system CirPark at its Milan shopping center. The Ikea parking, with more than 400 spaces, uses the latest technology of ultrasonic sensor with VMS displays that shows alternatively text and number to the driver to find the free spaces in the fastest way. Circontrol succeeded with this project on a new installation in Italy that has created a reference in the sector. Additionally, Ikea has been the first shopping centre to install an intelligent recharging station for electric vehicles in Italy. ■

► [www.circontrol.com](http://www.circontrol.com)

Skidata

## Record sales defy crisis in 2009

**SKIDATA**<sup>®</sup>  
 KUDELSKI GROUP

According to a press release Skidata Group began 2009 under challenging conditions – and it ended in success: numerous new major projects, new business models, and innovative product developments. This is the result of 365 days of full dedication and strict cost control, says the Austrian company. Above all Skidata was able to create new positions and hire new employees. A major highlight of 2009 occurred in October when Skidata received the »Austrian Leading Companies« award in the »Big Player« category for the second consecutive year.

### Global expansion

Skidata has expanded during difficult economic times and landed interesting orders around the world in 2009. The access expert is providing 464 turnstiles for the World Cup in South Africa. Skidata's systems will provide safe and secure access to two-thirds of the matches. Additional stadium projects followed in Angola at the Africa Cup and in the Ukraine, one of the host countries for the 2012 UEFA European Football Championship.

The Salzburg-based company has also won important airport projects, in-

cluding Dallas/Fort Worth International Airport. By 2010 the North American airport will expand further, making more than 40,000 parking spaces available. Skidata impressed the management of the third largest airport in the U.S. with its high-tech solutions and years of experience. Skidata's access solutions are also being deployed on other continents, e.g., at Abu Dhabi Airport (see also p. 36) or the third largest airport in Europe, Schiphol in the Netherlands.

### New business models

Reserve a parking space easily via internet or cellphone or get info via a satnav device: SKIDATA Business Services support this functionality and allow users to optimize logistics processes. For example, the system reports problems with a parking gate to the service engineer automatically before the gate fails. This enables service engineers to take action rapidly. »Operator.Services« helps users keep an overview of all their parking garage technology and provides for smooth workflows. Goals are increased customer satisfaction and cost savings. Skidata's reporting and analysis tools also

provide an overview of the company. They ensure parking garage operators have the critical data they need to make better and faster management decisions.

»Vario.Gate«, the latest access component from the Skidata innovation forge, is a product to prevent long queues at gates. Regardless of whether tickets are printed at home, purchased at the ticket window, cut from a newspaper insert, or saved to a cellphone, »Vario.Gate« recognizes all sizes and formats at a single scanning point, says Skidata. The solution is intended to manage access to trade fairs, concerts, sporting events and amusement parks. ■

► [www.skidata.com](http://www.skidata.com)



»Big Player«: Skidata received the »Austrian Leading Companies« award. In 2009 the access expert presented several innovative solutions.



# SCHEIDT&BACHMANN

## Partnership in Portugal with Bigsystems

With the aim of offering customers in Portugal a comprehensive product portfolio and expanding the service organisation, Scheidt & Bachmann has entered into an extended sales and service partnership with Bigsystems. So far represented only on

Madeira, Bigsystems has recently opened a branch just outside Lisbon. Bigsystems has been cooperating successfully with Scheidt & Bachmann since 2003, and has established the company as the market leader on Madeira. Bigsystems plans to ex-

tend its sales and service activities to the Portuguese mainland coincide with the objective of Scheidt & Bachmann to offer customers a comprehensive service for the product portfolio. ■



Cooperation: The project «Via Verde – Forum Barreiro» in Portugal was realised by Scheidt & Bachmann and Bigsystems.

### People in Parking

#### Cale prepares for new challenges

During the last few years Swedish supplier Cale has secured some large projects. Furthermore, Cale expects the competitive marketplace to get more complex and the future to 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. Anton Kaya, previously acting as Head of Product Management, is responsible for this new department and associated matters. In this new role, Anton Kaya will join the Management Group of Cale Access AB. ■

► [www.calegroup.se](http://www.calegroup.se)

Head of a new department at Cale:  
Anton Kaya



Photo: Cale Access AB

## DESIGNA /OPG Parking German service provider manages TóPARK/Budapest



TóPark includes Europe's largest indoor shopping mall.

Designa's customer and partner in Osnabrück/Germany, OPG Parking GmbH, has been exploiting the advantages of ASP (Application Service Provider) and operating more than 60 car parks over the internet. OPG is now tackling a new ASP project: TóPark. This is a major city development project on the outskirts of the Hungarian capital Budapest with office blocks, apartments, Europe's largest in-

door shopping mall, a recreation and rehabilitation centre, outdoor and indoor sports complexes and more. During the first construction phase 150 apartments and a 92,000 m<sup>2</sup> office complex plus adjoining parking garage with 236 parking spaces and a further 512 outdoor spaces will be built. Designa was chosen to supply the hardware and software for this protracted project with good reason. »We are very pleased to be able to exhibit the entire technological know-how of our group of companies in this construction project. This project also gives us the opportunity to successfully continue our partnership with Designa,« say OPG Parking GmbH's Managing Directors, Karl-Heinz Ellinghaus and Ingo Hoppe. ■

# Metamorphosis

Strategic Innovation



Metamorphosis: a process of development involving a conspicuous and relatively abrupt change in the structure, achieved through growth and differentiation.

A new concept. A new design.

The transformation is completed.

 Xparc

20th edition of Intertraffic Amsterdam 2010

# »An event you just can't miss«

After four days, a grand total of 24,958 visitors were registered at Intertraffic Amsterdam. They came from no less than 114 countries. »The fact that Intertraffic is truly international is reflected not only by this significant number of countries represented but also in the international share of both visitors and exhibitors«, says Amsterdam RAI Product Manager Mariska Dreschler. »The share of visitors from outside the Netherlands has increased from 62 percent at Intertraffic 2008 to 63.5 percent this edition. On an exhibitor level 84 percent come from abroad.«

## An exhibition with global attraction

Exhibitors were satisfied with their business opportunities at Intertraffic. »Intertraffic has been growing over the years and is now bigger than ever«, says Roland Michali, Marketing Communication Manager at Siemens AG (Germany). »For Siemens as long time exhibitor it is an exhibition you just can't miss out on. It has developed from a show on products to solutions and upcoming new technologies.« According to Terry Bills, Transportation Industry Manager at ESRI (USA) »Intertraffic Amsterdam is by far and away the largest and best international transportation exhibition. Bringing together all roadway segments, it draws a high level of attendance from across the world.« Sadullah Uzun, Trade Manager at ISBAK (Turkey) adds »This show is the premium event of the ITS industry. We've made lots of new contacts and keep in touch with existing ones.«

»Intertraffic is definitely the event we just can't miss.« says Pascal Hivert, Sales Manager at Potters Europe (France). »During four days we have the opportunity to meet all the key players in our business and set up new contacts to promote our products and innovations. A perfect tool for our growth worldwide.«



By Marko Ruh,  
Editor Parking Trend International  
Maenken Kommunikation GmbH  
Cologne/Germany

The Intertraffic Innovation Award honours the most innovative products presented at the exhibition. The winner in the 'ITS/Traffic Management' category, Skymeter Corporation, was also recognised as the 'Overall Winner' for its Skymeter GPS-based financial-grade road use meter, designed for a variety of applications from road user charging and pay-as-you-drive insurance for parking. The winner of the 'Cooperative Systems' category was Germany's Gevas Software for its involvement in the Travolution project, while Israel's Lidror was identified as the most innovative product in the 'Parking' category.

The 'Safety' gong was claimed by Spain's Badennova, while Gatsometer from the Netherlands was announced as the greenest of the green in the 'Environment' category. Finally, in 'Infrastructure', the UK's Crown International proved that it is poles apart from the competition with its simple but ingenious wind-up/wind-down VMC pole.

JD Hassan, VP Business Development at Skymeter Corporation is delighted. »For us at Skymeter it is a huge honour to win both of these awards, not just the award for our segment but the overall innovation award. We have worked so hard at the technology to bring something to the market, and to

### Summary

Intertraffic Amsterdam, the world's leading trade event in the field of infrastructure, ITS traffic management, safety and parking, celebrated its 20th edition in style with a show larger than ever. The new segment »cooperative systems« was introduced and well received. Some 806 exhibitors from 45 countries presented their latest products and services to a global audience of traffic professionals. Skymeter Corporation was recognised as the 'Overall Winner' of the fifth Intertraffic Innovation Award for its Skymeter GPS-based financial-grade road use meter, designed for a variety of applications from road user charging and pay-as-you-drive insurance for parking.

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Crowded place: the 20th edition of Intertraffic Amsterdam saw almost 25,000 visitors.

Photo: Marko Ruh

bring something to the market here at Intertraffic that actually meets what the market is looking for and they think we have such a great potential, it's a huge honour.« Jury chair Fred Wegman, Managing Director of Netherlands National Road Safety Research Institute SWOV, commented that Sky-meter's GNSS-based smart road use meter impressed as a result of its broad applicability. »It brings an integrated service to users, a platform upon which you can bring in a variety of added-value services based on extremely accurate satellite positioning.«

### Parkeon and Skidata team up

It was the sensation of the exhibition: Parkeon and Skidata, two leading system providers, decided to form a strategic alliance. The two parking system provider giants announced to bring together their respective strengths in off-street (Skidata) and on-street parking (Parkeon) to offer comprehensive services to customers. Skidata currently has about 6,000 installations worldwide, while Parkeon has 165,000 terminals in more than 50 countries and 3,000 cities.

»In keeping with the trend toward greater mobility, the interaction between private and public transportation is becoming more and more important. Parking plays a key role in this development«, stated Charles Egli, CEO of Skidata. »Now is the right time to bring together on- and off-street parking to provide an integrated and efficient solution for our customers. We are pleased to participate in this new co-operation«, added Yves Chambeau, President of Parkeon.

The strategic alliance is intended to offer new additional opportunities for clients: For instance, clients shall be able to combine data from both areas of the parking business – on-street and off-street – using a single parking back-office to better manage their operations. This provides possibilities for parking facility operators to increase the efficiency of their operations and improve services for people on the move. Business and e-payment services, supplied with data from Parkeon and Skidata systems, allow operators to manage innovative solutions such as dynamic pricing, multiple payment means and parking guidance systems.

### Designa presents new branding

Besides a new logo design and a complete new corporate identity Designa has also introduced a variety of innovative developments including its latest product, called the ENT 120 BlueEdition parking entry/exit control device. The German company, which develops, produces, installs and services fully-automated parking management systems, also presented new versions of its parking facility management solutions and an important innovation: ASP – Application Service Providing.

Beyond that the company stated: »In recent years there has been a growing awareness that the world has limited resources and that energy consumption needs to be reduced. As an early adopter, this insight has informed and shaped Designa's products and operations for many years. The best example of this commitment is the ENT 120 BlueEdition,

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Photo: Scheidt & Bachmann

Successfully launched at Intertraffic 2010 in Amsterdam: entervo.com 2



Megatrend e-mobility: solution for charging

which has by far the lowest power consumption of any device in its class.«

The product is a member of the well-known PM ABACUS series and offers RFID and networking technologies. Increased vehicle heights, for instance SUVs, have been integrated into the ENT 120 BlueEdition by positioning the operating panel 8 centimetres higher. With its ASP, instead of installing a separate server for each car park, Designa's solution allows customers to manage their facilities through the internet on a

central server. According to the producer it provides secure, fail-safe operation of the central server, thus giving car park operators the option of leasing industry-specific applications online and avoiding expensive investment in IT structures and know-how.

### Scheidt & Bachmann launches entervo.com 2

Scheidt & Bachmann presented the further development of entervo.com at Intertraffic 2010 in Amsterdam. The new sys-

## Parking device for disabled persons: Lidror wins Innovation Award 2010

Biopark by Lidror was announced the winner of the Intertraffic Innovation Award 2010 in the segment Parking. With many disabled parking spaces being occupied by fraudulent parkers, Biopark is a portable parking permit equipped with an electronic fingerprint identification system designed to prevent the abuse and/or forgery of mobility-impaired permits. Consequently, this innovation allows authorities to re-

cover lost revenue, while keeping mobility-impaired parking spaces free for those who really need them.

The Biopark unit is activated with a fingerprint touch of the user, automatically sets itself to a parking mode and starts blinking. Parking officers and other citizens can easily see if the Biopark is genuine. When the Biopark unit senses that the vehicle is in motion, it automatically shuts down. No-

body other than the allowed user can activate the device.

»We agreed that the Biopark fingerprint identification system from Lidror was the most innovative idea of the three entrants in the parking category, addressing a serious problem in society – that of forging disabled parking badges«, explained Awards chairman Fred Wegman. »Although it could potentially save millions for authorities, it more importantly addresses a vulnerable section of road users«, he said. »In terms of the technology used, it ticks all of the innovation boxes; it's very clever, particularly the movement functionality, which means you cannot pass it on to someone else while it is working. It's low cost, effective and well thought out.«



Award winning system: Biopark is »well thought out«, says the jury.



Photo: Marko Ruh

Photo: Jörn Backhaus

David Jones (r.), chief marketing officer of the Zeag Group, in discussion with Marko Ruh, editor of Parking Trend International

tem generation – entervo.com 2 – includes a high range of functionalities needed by parking management software for modern parking management. Due to the effects of the economic and financial crisis, operators at the moment can achieve only limited turnover increases by the construction of new parking facilities. The focus therefore lies on existing facilities. Here the parking sector has an increasing requirement for solutions for improving efficiency and reducing costs, and concepts for customer commitment.

With the eCommerce solutions for short- and long-term parking, Scheidt & Bachmann wants to enable parking operators to achieve a sustainable increase in turnover from existing facilities. The introduction of dynamic, utilisation-related charges represents a further opportunity for increasing income. The LPR license plate recognition system is fully integrated into entervo. This can increase the convenience and the safety of parking garage users, and therefore also customer commitment. New barrier concepts were also presented. entervo.com 2 has been designed with an ergonomics which is standard for all modules. This could effect cost reduction with regard to the necessary trainings of parking garage personnel.

### Zeag shows electric car charging solution

The provider of parking solutions, Zeag, presented an integrated solution for electric car charging and parking. The eZEcharge combines the payments for parking and charging in order to make parking a more convenient experience for electric car drivers. The system accepts all payment methods. According to Zeag, eZEcharge should appeal in particular to local authorities, who are looking to generate revenue but also reduce carbon emissions. David Jones, chief marketing officer of the Zeag Group, said: »Local authorities can use the system to expand their charging bays and encourage use of electric vehicles by making it easier to

park and charge.« Among the products Zeag showed the Orion Xbit. The parking system is designed for smaller enterprises (up to 100 spaces) with a need for a simple but professional car parking solution but which don't require a lot of peripherals, complex software and reporting systems. The system accepts all payment methods including cash, cards, credit tickets and tokens, and provides a basic level of services, including transaction reporting. The pay station is compact enough to be wall or pedestal mounted.

### G4S is entering the car parking sector

World leading international security solutions group G4S is entering the car parking sector as an operator. The £5.9BN organisation will launch its car park management service in Denmark. G4S has signed an exclusive, strategic partnership with Zeag. Under the terms of the agreement, Zeag will provide all the parking equipment, management software and related peripherals, in addition to after sales service and support, to all sites operated by G4S. G4S plans to roll the service out across Scandinavia, Europe and ultimately world wide.

Frank Nielsen, key account manager at G4S said: »Zeag's equipment is installed across Copenhagen airport – it is their largest installation in Scandinavia, so we know and respect Zeag's products and there is a lot of synergy between the services we offer.«

### Siemens develops new number plate recognition

Sicore is the new-generation ANPR (Automatic Number Plate Recognition) camera system designed by Siemens Mobility to read number plates automatically, thus ensuring positive

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Photo: Siemens

Wide range of applications: Siemens Sicore number plate recognition



Impression of the Tridonic stand in Amsterdam

identification of motor vehicles. Sicore caters to a wide range of application in the areas of parking space monitoring and security, vehicle speed and journey time measurement, as well as toll collection. Its implementation, however, is always subject to the data privacy laws of each individual country.

To permit operation both during the day and night, the system is equipped with infrared LEDs. The camera is suitable for installation on all customary roadside fixtures such as overhead sign gantries, poles or bridge railings. Sicore can scan up to two lanes of traffic and even opposite directions of travel at the same time. The operating range is 5 to 30 meters for single-lane and 10 to 35 meters for 2-lane surveillance. The integrated recognition and reading technology from Siemens can attain maximum read rates at vehicle speeds of up to 200 km/h. Special algorithms enable the system to recognize license plates from many different countries.

### Tridonic at the show for the first time

Tridonic GmbH & Co. KG from Dornbirn, Austria participated at the Intertraffic for the first time. A large number of contacts were made and in-depth discussions held on the

subject of modern parking space lighting and its associated controls and monitoring systems. One of the highlights was the corridor FUNCTION integrated in the dimmable ballasts which, in conjunction with normal commercial movement detectors, achieve up to 70% energy savings and don't switch the light off but simply dim it. This feature bolsters the safety aspects in the minds of parking spaces users and operators.

More and more end users, planners, electricians and architects are realising, according to Tridonic, that energy efficiency, reliability and quality pay off, also in connection with the component parts used in their lighting installations. With his operating devices the manufacturer is able to fully utilise the latest technologies in achieving maximum performance – at the same time adhering to all standards and incurring only low overall operating costs. The new products are designed to offer advanced functions for fluorescent lamps, high-pressure lamps and LEDs. Tridonic focus their attention on the very latest developments in the field of microprocessor technology with a view to not only enhancing energy efficiency and the versatility of the full range of products but also equipping them with improved protection for lamps and operating devices.

### Efficient use of machines

The Parking and Transport sector focusses on efficient use of space within the machines needs products that are reliable and enable the manufacturer to maximize the space inside each machine. Among these products Azkoyen Medios de Pago introduced complete payment solutions integrating all the necessary components of the coin flow throughout the payment process. Azkoyen also introduced the new Hopper T3. The latter provides a capacity increase of 35 percent compared with current market standards and includes innovative features such as multi coin detection, double bowl and a floating plug & play-connector. ■

#### Zusammenfassung

Die Intertraffic Amsterdam, weltweit führende Fachmesse für Verkehrsinfrastruktur, Verkehrsmanagement, Straßensicherheit und Parken, feierte ihre 20. Auflage mit der bislang größten Ausstellung. Das neu eingeführte Segment »vernetzte Systeme« wurde gut angenommen. 806 Aussteller aus 45 Ländern zeigten den internationalen Fachbesuchern ihre neuesten Produkte und Dienstleistungen. Skymeter Corporation wurde kategorie-übergreifender Sieger bei den fünften Intertraffic Innovation Awards. Die Jury würdigte damit deren GPS-basiertes Messgerät für Verkehrsaufkommen, das eine ganze Reihe von Anwendungen von der Erhebung von Straßennutzungsgebühren bis hin zur Registrierung von parkenden Fahrzeugen beherrscht.

#### Récapitulation

Le Salon professionnel Intertraffic Amsterdam, leader au niveau international dans le domaine de l'infrastructure et la gestion du trafic, la sécurité routière et le parking, a fêté sa 20e édition avec la plus grande exposition réalisée jusqu'ici. Le segment qui vient d'être lancé »Systèmes en réseau« a été bien accueilli. 806 exposants en provenance de 45 pays ont montré aux visiteurs professionnels du monde entier leurs tout nouveaux produits et prestations de services. Skymeter Corporation a remporté le premier prix inter-catégorie lors du cinquième Intertraffic Innovation Awards. Le jury a distingué ainsi son appareil basé sur GPS mesurant l'intensité du trafic qui maîtrise toute une série d'applications, de la perception de taxes d'utilisation des routes jusqu'à l'enregistrement des véhicules en stationnement.

#### Recapitulación

Intertraffic Amsterdam, la feria líder a nivel mundial de infraestructuras viales, gestión vial, seguridad callejera y aparcamientos, celebró su XX edición con la mayor exposición que haya tenido nunca. El nuevo segmento adoptado, los »Sistemas entrelazados«, fue aceptado muy bien. 806 expositores de 45 países mostraron a los visitantes internacionales del ramo sus últimos productos y servicios. Skymeter Corporation fue la ganadora entre categorías de la quinta edición de los Intertraffic Innovation Awards. El jurado honró con ello su medidor de volúmenes de tráfico, basado en GPS, que domina toda una serie de aplicaciones, desde la imposición de peajes para carreteras, hasta llegar al registro de vehículos aparcados.



# The Communicating Car Park

## Using Intercom 2.0 to Connect with Customers

Parking professionals taking a step into the world of Intercom 2.0

Crossing the threshold into the era of Intercom 2.0, industry innovator Commend International is putting traffic facility and car park managers in the driver's seat of its latest high-performance communication system that comes packed with cutting-edge features like built-in Internet connectivity and building management. This plus a powerful high-tech engine with high-definition audio and first-time ever 'video over Intercom' under the bonnet makes Commend's new-generation Intercom a winning combination that's been drawing the attention not only of Intertraffic visitors but distributors and car park operators all over Europe.

### Driving Business with Intercom 2.0

Today's garages, tunnels and other traffic facilities couldn't do without the essential security and communication function of Intercom systems. Commend's new-generation Intercom 2.0 goes even further by opening up a whole new world of opportunities to these sectors. Gone are the days of a muffled voice

answering Intercom calls at the garage gate, door or help point. Commend's WS series of wall-mounted call stations – the first to carry the new Intercom 2.0 genes – captivated visitors at this year's Intertraffic in Amsterdam with features like voice-enhancing high-definition sound and full video support (a world first), which adds a whole new dimension of personal closeness and reassurance when making a help call.

Security is a key issue in any traffic environment. Help points and public address systems, for example, need to be there when other systems fail, as peoples' personal security – and even lives – might be at stake. What makes Intercom 2.0 particularly interesting from a business perspective is the fact that third-party applications such as facility or access management systems can be integrated and operated from the Intercom control desk with the same reliability and ease that are captured in the Intercom 2.0 motto, »Simplicity Meets Power«. Reducing investment and running costs at traffic facilities has never been easier.

### Intercom 2.0: Gettin' Around

As word is spreading about the new-generation Intercom technology, the response from the vast majority of resellers and facility operators is equally enthusiastic. Although Intercom 2.0 saw its official launch at this year's Intertraffic in April, customers, marketers and distribution partners of Commend have had a chance to preview and test the new technology at a special Intercom 2.0 roadshow that has been touring over 40 locations throughout Europe. »Traffic and parking operators are extremely pleased with the new features, especially the integration capabilities,« notes Georg Winkler, Sales Director at Commend International. »We're happy that, judging by their response, Intercom 2.0 has so far met – and largely exceeded – all market expectations.« ■

► [www.commend.com/intercom2.0](http://www.commend.com/intercom2.0)



Taking to the road: Intercom 2.0 gets 'thumbs up' from marketers and resellers at all-year roadshow (here on location in Monaco).

# Parking on the move

## Dutch road charging scheme abandoned

Only a few weeks after the article about the Dutch system to pay for mobility »as you go« in Parking Trend International, new discussions about the system in the parliament have arisen. In the political discussions the market consultation of the Dutch Automobile Association proved to be crucial. 400.000 members participated in the consultation through the website. 68 percent of the respondents agreed with the basic principle of a shift to pay for using a car rather than for owning a car.

However the idea to pay extra during rush hours and at potential congestion areas gets a lot of opposition: due to working hours many travellers have no choice and using public transport is for many car drivers no option: »nobody joins traffic jams for fun«. Other obstacles are:

- the threat to privacy, many users could not be convinced
- high cost of collection system (estimated at EUR 150 per car/per year)
- uncertainty about falling prices of used cars during the implementation (you paid about 27 percent tax when buying the car, which is completely depreciated upon implementation of the new taxation system)

Over 50 percent of the respondents agree that increasing the fuel excise duties would be a fair principle, as high fuel consuming cars automatically will be penalised.

The project is controversial now and no political decisions will be taken at short notice. The tender process has been stopped and the project team at the ministry of Transport has been dismantled. Discussions on European Electronic Toll Service (EETS) will be continued.



By Peter Martens,  
Member of the Board of VEXPAN,  
Platform for Parking in the Netherlands  
Corporate director  
Research & Development at Q-Park

### Discussions will be continued

Initiatives of local authorities to influence mobility and modal choice will be continued and supported i.e. the city of Amsterdam is piloting a project to ban heavy polluting cars in sensitive urban areas. In the meantime, this delay and uncertainty about tolling provides extra opportunities to take advantage of existing technologies and principles in parking policies and parking regulation.

Knowledge and experience on effects of parking policies, regulation and pricing (differentiations) will be shared in the recently founded Knowledge Centre for Parking (KCP). This knowledge transfer centre, initiated by the Dutch Ministry for Transportation and supported by CROW (technology platform for transport, infrastructure and public space) and the Dutch Parking Association VEXPAN, went live at May 27th, 2010.

Parking Trend International will keep you updated about the progress. ■



Increasing the fuel excise duties – a fair principle? Discussions continue.



VINCI Park:  
a leader in car park  
management.

12 countries

500 cities

2 300 car parks

1 280 000 spaces

# Parking space solutions »Made in Germany«

## Two German multi-story car park specialists set up new company

Wöhr + Bauer Parking GmbH harnesses the experience and competence of two specialists in the parking field. Its portfolio comprises the full spectrum of modern parking facilities: conventional multi-storey and underground car parks, automatic parking systems and infrastructure solutions – also run for third parties such as clinics, investors, operators and towns.

The shareholders of the new company (Wöhr + Bauer GmbH and Wenz + Adam GmbH & Co. KG) are able to look back on decades of experience in providing just the right answers to parking space issues: Wöhr + Bauer GmbH is one



Dipl.-Ing. Jürgen Wenz



Dipl.-Ing. Wolfgang Roeck

of the market leaders in the development and construction of conventional and automatic underground car parks in Germany. Some of its references include the Angerhof project in Munich, the automatic underground car park

Donnersbergstrasse, Munich as well as the underground car parks Unter den Linden / Deutsche Staatsoper and Alexanderplatz in Berlin. Transforming visions into reality is the aim of Dipl.-Ing. Wolfgang Roeck, managing director of Wöhr + Bauer GmbH and chairman of the administrative board of W + B Parking GmbH.

### Multi-storey car parks of composite steel design

Dipl.-Ing. Jürgen Wenz, managing director of Wöhr + Bauer Parking GmbH, has been active in the parking branch for more or less 30 years. Before becoming self-employed with



Automatic parking system

the Wenz + Adam GmbH & Co. KG he was chairman of Vollack Parkhaus AG. His speciality are multi-storey car parks of composite structural steel design. He has been responsible over the past years for the successful completion of more than 100 multi-storey car parks throughout Europe.

Wöhr + Bauer Parking GmbH offer the full spectrum of services: ranging from the initial idea, concept and planning to the turn-key completion of the building. Regardless of the point of time Wöhr Parking GmbH is called upon to participate in the project process, basic systematic and analytic work constitutes, in their own words, the solid foundations for the success of the project. The goal is to create a first-class parking space solution for the customer in each individual case.

The company operates on an international basis. Besides its activities in Germany it has created promising contacts and initial partnerships, in particular with partners in the UK, the Netherlands and the United Arab Emirates. ■



Hoofddorp, Netherlands: extension with two park decks





SECURITY AND COMMUNICATION

Powerfully helpful.

Because even the toughest  
may need help at some time.



## Intercom 2.0 – Helping to make your voice heard

Whether in buildings, car parks, tunnels or on the open road – we all appreciate the peace of mind that comes from knowing that we can call help whenever we need it. That peace of mind has a name: Commend call stations. Commend's revolutionary new Intercom 2.0 technology connects people when and where it counts. High-definition audio and video communication helps you get your point across clearer, faster and more comfortably than ever before. The result is a crystal clear connection that cuts even through intense traffic noise.

Visit the Intercom 2.0 Website – [www.commend.com/intercom2.0](http://www.commend.com/intercom2.0)





# Mobility for Prosperity in Europe

## Dinnerdebate on the Future of Transport

As transport remains of vital importance to a competitive Europe, it is clear that the EU must develop a fully integrated transport system that will meet users' needs in 2020 and beyond. Against the framework of the European Commission's up-coming White Paper on the Future of Transport (covering the period 2011-2020), MPE held a high-level Dinner-debate gathering around 100 participants. These included Members of the European Parliament (MEPs), top officials from the European Commission, representatives of the Council and Member States, as well as industry experts, NGO's, media journalists and other key stakeholders.

Among the high-level speakers, was Ari Vatanen, MPE President and former MEP, who opened the event by setting the context and highlighting the importance of a consumer and user driven transport policy, therefore calling for an equal and fair treatment of the different modes of transport, so that citizens' needs are met to provide continued social and economic growth and prosperity through adequate and pragmatic investments. As the current Greek debt crisis illustrates, as well as alluding to an ageing population causing extra pressure on retirement and healthcare budgets, governments are responsible for maintaining their citizens buying power and in this regard a true European level playing field in transport needs to be created.

In this context, he also stressed the importance of (paid) parking in urban areas as a vital part of a functioning transport system. If linked with park-and-ride schemes and improved access to information, an ideal bond between large car parks and different modes of transport can be formed which alleviates congestion and thus facilitates travelling to urban centres.

### Sufficient resources for infrastructure

As the next speaker, the host of the evening, Brian Simpson, Chairman of the European Parliament Transport and Tour-

ism Committee, took the floor to provide an overview of the Parliament's current work and its position on the future of Transport (the so-called Grosch Report), giving a brief overview of the ongoing discussions in the Committee. He noted that there is a need to ensure that sufficient resources are put into infrastructure. »We have to loosen the grip of national

treasuries. We have to convince finance ministries that investments in infrastructure are good investments«, he highlighted. Mr. Simpson stressed that mobility

#### Summary

Mobility for Prosperity in Europe (MPE) – a Brussels-based platform gathering transport-related organisations as well as large companies with an extensive use of transports in their operations – organised a Dinner Debate in the European Parliament: »The Future of Transport: Towards a pragmatic approach to Transport Policy? – Part II« Speakers stressed the importance of mobility and transport for citizens in the EU. Ari Vatanen, MPE President, sees (paid) parking in urban areas as a vital part of a functioning transport system.



Ari Vatanen, MPE President, and Désirée Oen, Vice-President of the European Commission in charge of Transport

is an essential right of all citizens that can and must be guaranteed through improvements in road safety, education and training, revision of relevant legislation (such as the TEN-T Guidelines and the completion of the Internal Market) and a sensible solution to the environmental challenges we face today.

During the first Q&A session, inimitably animated by Ari Vatanen himself, MEP Simpson agreed that lessons should be learned from the previous Transport White Paper and its Mid-Term Review. Therefore, the political line should clearly



Urban transport system: parking is a vital part of it.

photo: TU Berlin

pursue an efficient co-modality as opposed to a continued policy to »force« modal shift. Désirée Oen, member of the cabinet of Siim Kallas, Vice-President of the European Commission in charge of Transport, then explained the Commission's current work on the next White Paper which follows the 2010 Work Programme as well as the Europe 2020 Strategy. She highlighted the need for efficient integration of all transport modes (favouring multi-modality), and a fair distribution of market share between all modes of transport. She also focused on the list of measures the Commission will include in the upcoming White Paper, along the lines of technology development and ITS, the TEN-T Guidelines (containing a network of »green corridors«), infrastructure financing, among others. Some concrete initiatives on the table include the setting up of an EU Infrastructure Funding Framework and a Strategic Transport Technology Plan.

Professor Pierre Kopp, from the department of Economy, Université du Panthéon-Sorbonne (Paris I), explained his current work on a study following the June 2009 Commission's Communication on the Future of Transport. Mr. Kopp challenged the audience with

a lively analysis of the Communication, calling on the Commission to improve its policy-making through a finer analysis of facts and data. Though a personal user of public transport and cyclist, he stressed the Commission must not ignore the full cost of road transport that is already passed on to users, while taking into account the economic benefits of road transport services to the overall transport system and society as a whole.

In conclusion, Rik Nuyttens, MPE Executive Chairman, highlighted that mobility is an important facilitator of socio-economic welfare, and agreed with the other speakers that the future European transport policy should develop effective, efficient and sustainable co-modality. Mr. Nuyttens (from the company 3M) added that transport should be part of a holistic policy approach based on accountable facts and thorough analysis, while fostering investment in infrastructure, encouraging innovation and making transport more efficient and sustainable. He also

called for a true level playing field, and agreed with the MPE President in calling for giving the citizens a fair choice of modes of transport, in line with their individual needs. ■

## MPE

Mobility For Prosperity in Europe (MPE) is a Brussels-based association founded in 2005 by former Member of European Parliament Ari Vatanen. MPE gathers transport stakeholders such as associations and large companies which make extensive use of transports in their operations.



► [www.mobilityeurope.eu](http://www.mobilityeurope.eu)

### Zusammenfassung

Mobility for Prosperity in Europe (»Mobilität für Wohlstand in Europa«, kurz MPE) – eine Brüsseler Plattform für Organisationen und große Unternehmen aus dem Transport- und Verkehrsgewerbe – organisierte einen parlamentarischen Abend mit dem Titel »Die Zukunft der Mobilität: Auf dem Weg zu einer pragmatischen Verkehrspolitik? – Teil II«. Die Redner betonten die große Bedeutung von Mobilität für die EU-Bürger. MPE-Präsident Ari Vatanen bezeichnete (bezahltes) Parken als unverzichtbaren Bestandteil eines funktionierenden Verkehrssystems.

### Récapitulation

Mobility for Prosperity in Europe (»Mobilité pour le bien-être en Europe«, en abrégé MPE) – une plate-forme bruxelloise pour les organisations et grandes entreprises de transport et de la circulation – a organisé une soirée parlementaire qui portait le titre »L'avenir de la mobilité: vers une politique pragmatique de la circulation? – Partie II«. Les conférenciers ont souligné la grande importance de la mobilité pour les citoyens européens. Le président de la MPE, Ari Vatanen a désigné le parking (payant) comme élément indispensable d'un système de trafic fonctionnel.

### Recapitulación

Mobility for Prosperity in Europe (»Movilidad para el bienestar en Europa«, con las siglas: MPE) es una plataforma de Bruselas para organizaciones y grandes compañías del sector de los transportes y vial, que organizó una velada parlamentaria con el título: »El futuro de los desplazamientos: ¿Hacia una política vial pragmática? – Parte II«. Los ponentes destacaron la gran importancia de la libertad de desplazarse los ciudadanos de la UE. El Presidente de MPE, Ari Vatanen, dijo que el aparcamiento (de pago) es un componente esencial de los sistemas viales viables.

## Austrian traffic-jam sampling

# How do I reach new customers?



Promotion with a smile: Wipark (Vienna/Austria) had success with this strategy.

How can a company make itself stand out? Wipark's (Vienna/Austria) answer: using traffic sampling combined with extremely conspicuous »lightening communication«. Firstly, attention will be attracted to an installation in the streets surrounding a few garages. This installation shows a car pierced by a steel beam, suggesting that parking in garages is substantially safer than parking in the street.

Secondly the attention of our target group will be attracted by direct leaflet distribution to car drivers and there-

fore to potential parking customers. Using free parking tickets that can simply be used on the next visit to a garage, without having to be registered beforehand or exchanged for a voucher, the driver can perhaps be relieved of a little of his possible reserve before what might be his first garage visit.

Helmut Sattler, Managing Director of Wipark: »The best marketing strategy is to let the customers try the product. And in the case of garages this is synonymous with directly providing them with free parking tickets.«

The most important point is of course to employ the most appropriate personnel, since the driver will only willingly accept the ticket if it is offered with a friendly smile. The distribution teams consisted exclusively of young women, whose external appearance was suited to the Park & Entertain branding with various trimmings as well as giving a corresponding recognition with the product. The first Park & Entertain tickets were already being used in the garages on the same day as the traffic sampling, a sign for success.

# NEW!

## A powerful »duo« for Europe's Parking Business

Both »Parking trend international« and »Parken aktuell« will be published from now on by Maerken Kommunikation in Cologne/Germany. »Parken aktuell« is published in collaboration with the German Bundesverband Parken and covers the largest parking market in Europe, comprising Germany, Austria and Switzerland. Along with »Parking trend international«, the European Parking Association's (EPA) journal, these publications give you the opportunity to reach the European parking professionals selectively, easily and cheaply.

Book your international campaigns, be it a classical ad or editorially designed, in both journals and benefit from the 10% duo discount.

### Additional information:

Jörn Backhaus on tel. 0049(0)2203 3584-173, email: joern.backhaus@maerken.com





Achieve something at work: Farooq Mohammed (r.) presents the award with English comedian and master impressionist John Culshaw.

## Smooth and stress-free

Farooq Mohammed is »Best Parking Person of the Year« in the U.K.

A Birmingham Q-Park employee is celebrating being crowned »Best Parking Person« by the British Parking Association (BPA) at this year's prestigious national awards ceremony. Parking host Farooq Mohammed, who works at the Q-Park Queen Elizabeth Medical Centre (QEMC) car park, picked up his prestigious award at the InterContinental Hotel in London after receiving an extraordinary amount of compliments from both staff and visitors to the car park which is used by terminally ill cancer patients and their families who are incredibly thankful for Farooq's sensitive, warm and helpful approach.

He plays an important role as part of the patients' experience as he is the first person to welcome those who have travelled by car and so he endeavors to make their experience as smooth and stress-free as possible. He always has a smile on his face and is unfailingly friendly and welcoming without being intrusive or familiar.

### Beyond the call of duty

The Parking Person of the Year award recognises individuals who go above and beyond the call of duty and make an outstanding contribution in their work. Regular visitors to the hospital can testify to Farooq's consistently positive

attitude and respectful manner, in the face of sometimes difficult circumstances, and the relationship he has built up with them.

He said: »I was extremely excited to even be nominated and it's really nice to get some recognition and achieve something at work. I wouldn't have got it without the support of the patients and my colleagues. The patients I help have enough problems as it is and I try to take as much of the burden by being as pleasant as I can and making them feel welcome.«

His customer focused approach recently earned him a nomination for a Best in Care Award by the Patient Advice and Liaison Service of the NHS (PALS) after he was described as being »the perfect gentleman«.

Said Q-Park Managing Director Adam Bidder: »Farooq is a highly-valued and respected member of our Q-Park team and we are delighted that his efforts been recognised nationally. This is an award which every member of the team at QEMC can be very proud of; their hard work enables Farooq to deliver this front line activity on a daily basis. This award reflects the customer focused culture which all of us promote and it supports the meet and greet initiative which we have now rolled out across the company.«



By Thor Cristobal Franch Garrigosa,  
Cap Unitat AREA,  
EPA task group Pay and Display

**The EPA task group for Pay & Display Parking started in April 2009. The main scope was set, on first terms, to develop a view on the possibilities and constraints of pay & display parking in the European countries and enforcement policies. Here the first results.**

A survey on different legislative models was set to be necessary for a start up. This insight was also necessary to extend initiatives of EU cross border civil traffic enforcement like SPARKS and EUROSPARKS towards a real pan-European network and include administrative parking offences.

First step was to establish what are the different legal situations in each country, at least those concerning EPA members, in order to establish comparisons and setting a working path.

**Data has been collected**

Since December 2009 data have been collected by questionnaire from different EPA members. 23 members answered, representing 12 countries: Belgium, Cyprus, France, Germany, Hungary, Ireland, Netherlands, Norway, Portugal, Spain, Sweden and U.K. The main results are:

**1. What administration is responsible for the on-street parking general legislation?**  
There are a variety of models. In some countries on-street

parking legislation is decided by state: Ireland, Germany, Norway or Sweden. In some others it is under Local Authority: Cyprus or U.K. For the rest it's shared between state and local authorities with different levels of responsibility depending on each country.

**2. Who is responsible for application of the on-street parking policies?**

Local authorities are in charge of application.

**3. Who establishes rates for on-street regulated zones?**

Local authorities are in charge of rates

**4. What kind of income are these rates?**

Variability of situations from fees or public price to tax

**5. Who establishes rates for fines?**

Mostly states determine the rates for fines. At U.K., Hungary, Netherlands and Spain is established by local authorities. In Sweden, state establishes minimum and maximum rate and local authorities can move within these levels.

**6. Who is responsible for enforcement?**

Mostly responsibility for local authority

**7. What organisations can enforce?**

Mostly either local or state police can enforce but is basically local authorities that do with their local police or with private organisations.

**8. What is the formula for**



# EPA Task Group

**your city?**

Mostly with local private organisations.

**9. Do you enforce only P&D related infractions or can you enforce other parking infraction situations?**

Mostly all parking infractions are enforced

**11. Who is responsible of collecting fines?**

Mostly local authorities are responsible. In Ireland, France and Sweden state are responsible. Netherlands and Portugal have shared responsibility.

**12. Are there discount for early paying?**

Only Spain and U.K. Mostly there is extra payment if you don't pay on time.

**13. Can a private company**

**manage private data in order to collect fines? What's the formula to do so?**

In U.K., Norway, Belgium and Hungary it can.

**14. Are there any environmental policies involving on-street parking?**

Green vehicles have exemptions or discounts on parking fees in half of cities. It's an issue that's starting to walk.

**15. Could you please evaluate the strong aspects on the legislative model for on-street parking in your country?**

This is one of the more interesting questions. Mostly satisfied with their model, the local capacity to set the on-street is one of the most valued issues – the fact, having



# Model for P&D Parking

specific local organisations that maintain police off the problem of parking enforcement. On the other hand, there is France that has a unique model for the whole state. And they think to be a strong aspect of the legislation.

Other cities are satisfied with aspects such as »pay before complain« or technological solutions for the model. **16. And the weakness of the model?** Two aspects are mostly seen as a weakness of the process: the low level of fines and that re-offenders should be treated differently.

## First Conclusions

Models for on-street parking regulations are pretty much

the same in different countries from EPA members. If we had to make a prototype city this would have the legal right to determine mostly for parking rules, rates and policies and state government setting the limits of field, with local police or private organisations taking care of enforcement of all parking illegal situations. Local authority would be responsible for collecting fines, and green vehicles would have discount on parking rates. The city would be concerned about how to treat re-offenders and how to adjust fines.

## Next steps

New meeting of task group should be set. More members

could be called specially from those who answered the questionnaire. On the first meeting it was resolved that two major paths could be walked:

1. Legislative model for each country trying to set the weaknesses and strong aspects of each solution. A legislative scope was set to be the starting point. The results of the scope should be discussed and resolved if there is a path to work together on it.
2. Management issues were resolved to be interesting to share. Experiences for technological, environmental, paying systems, load & unload, restricted areas, formation of enforcement ... could be shared.

This seems to be the interesting path of the task group to continue. Therefore, sharing experience and making a common »database« of the solutions for each country should be the aim of the task group. This is the path of the task group in the future.

## Parking as a mobility tool

Under such umbrella, the on-street parking regulation has turned to be a much more powerful and important tool than just a parking supply management and is facing issues like reducing congestion, reducing illegal parking, reducing gas emissions, increasing public transport use, and so on.

# Slovak Parking Association

## Activities 2009 and 2010

The cable-stayed New Bridge (Nový Most) in Bratislava was built in the 1970s. The bridge, which runs over the Danube, has a 303 metre span length and is 430 metres long. There is a restaurant in the 80 metre high pylon, appropriately named »UFO«.

Photo: Bildpixel / PIXELIO

**The activities of the Slovak Parking Association (SPA) concentrated 2009 on the dissemination of information and mutual exchange of experience in the operation of parking lots. SPA dealt also with conditions for the preparation and implementation of the municipal parking policy. Gradually, not only members of our Association but also representatives of towns and other partners joined our activities. Number of ordinary members increased 2009 to nine and number of supporting members to ten, respectively. At the session of the general meeting the new Association's Board was approved with Ing. Milan Taška elected as the President.**



Photo: SPA  
Milan Taška, SPA  
President

According to the SPA plan of activities we have organized the seminar »Practical experience of operators of »on-street« parking systems«. The goal of the seminar was to discuss the consequences of the new currency introduction – Euro, mainly calculation and collection of fees as

well as technical adjustments necessary for its introduction. We have also specified details and consequences of the legal position of operators of parking services in individual towns. SPA commented on the drafting of the new Slovak act on road traffic and prepared recommendations for use of traffic signs in urban environment (traffic signs, pedestrians, footways, and so on). SPA actively participated in the 14th EPA congress with the presentation »Large Garages in Towns and Their Impact on the Environment« (second working session) and after the congress organized a visit of Bratislava for congress participants.

In the year 2009, SPA activities concentrated on the finalization of a guideline for procedures of implementation of the municipal parking policy.

With regards to growing interest of public in parking options the Association board paid great attention to the contents, preparation and sessions of the 5th SPA seminar »Solutions for Parking in

Towns«. It dealt mainly with:

- The information on practical experience of domestic and foreign operators of »on-street« parking,
- The clarification of scope, needs and procedures of elaboration of objective documentation for an efficient solving of parking needs,
- The impact of legislative changes on parking services and on urban mobility.

The meeting of participating operators of parking services, representatives of municipal bodies, police, as well as suppliers of technology demonstrated the need for optimal solutions of parking as a component of the entire municipal traffic system. Only with such solutions can we achieve sustainable urban mobility.

Conclusions of the seminar are completely in line not only with the related EPA guidelines and recommendations but also with the recent documents of the »Action Plan of Urban Mobility« of related commissions of the European Parliament (Brussels 5.10.2009), presenting details for the previous documents (White Paper and Green Paper). Participants in this seminar recommended to the

Board of the Slovak Parking Association according to the discussion:

- To increase the intensity of cooperation with the European Parking Association (EPA), especially with its Commission for Policy and Strategy.
- To initiate closer cooperation with professional organizations and associations in Slovakia, involved in solving traffic and urban planning problems.

According to these recommendations the Board of the Slovak Parking Association decided to offer the Policy and Strategy Committee for the European Parking Association (EPA) the prepared document – »Municipal Parking Policy« as a guideline for municipalities, dealing with parking problems.

The SPA Board initiated the creation of a working group consisting of representatives from bodies involved in traffic – urban problems with the goal to unify procedures in this field. The SPA activities in the year 2010 will concentrate mainly on the dissemination of necessary information contributing to sustainable urban mobility.

And the winner is...

# EPA Award and ESPA – What is the difference?

## EPA Award

The European Parking Award is a biennial award for excellence in parking. Outstanding objects are honoured to promote qualitative improvements in public car parks both on and off-street. The focus is on user friendliness, construction, maintenance, management, design and safety. There are four categories:

### Category 1

newly built car parks

### Category 2

renovated car parks

### Category 3

on-street parking projects

### Category 4

innovative schemes in any aspect of parking

In the competition for 2011 category 4 will have a green

focus: an object will be awarded for its energy saving and climate friendly innovative concept.

An international EPA jury checks all entries together with representatives of the EPA board and compiles a shortlist for each category. All shortlisted objects will be visited for inspection by the international EPA Jury in the summer of 2011. The awards will be presented in a special ceremony on the occasion of the 15th EPA congress in Turin in September 14-16, 2011.

## ESPA

The European Standard Parking Award is granted to public car parks that meet

a set of requirements of quality to provide safe and comfortable parking service to the customers. The conferment of the European Standard Parking Awards lies in the responsibility of the national parking associations that are members of the EPA.

An international EPA task group has recently revised the detailed checklist that needs to be fulfilled in order to achieve an award. A plaque for display in the object demonstrates the compliance to the standard. From July 2010 onwards the panel will show the year in which the ESPA was granted.

Car park operators who wish to apply for an ESPA for their object should approach

the national parking association of their country as it is in the responsibility of the national associations to organize the assessment. The national parking associations are asked to inform the EPA Secretariat on any ESPA awarded. They can order the plaques from the EPA Secretariat.

Please contact the EPA Secretariat for further information on both awards or check out the Award section on

▶ [www.europeanparking.eu](http://www.europeanparking.eu)

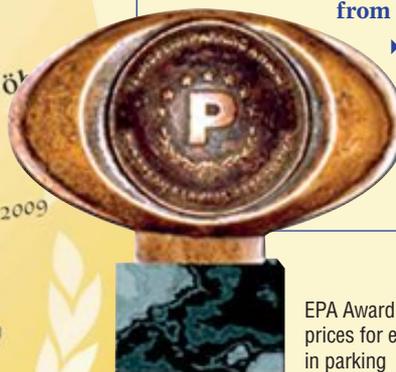


ESPA Award: the new plaque



Any car park operator can apply for an EPA Award in one of the categories. The rules and regulations are available directly from the EPA Secretariat or can be downloaded from the EPA website  
▶ [www.europeanparking.eu](http://www.europeanparking.eu)

The deadline for entries for the EPA Awards 2011 is January 1, 2011.



EPA Award: prices for excellence in parking

# Directions and themes of **Parking trend**

**Parking Trend International is the »publication of the European Parking Association«. After the relaunch of the magazine the rebuilt board of editors met in Amsterdam. To ensure a high quality of articles within the magazine all EPA members are invited to provide interesting information out of their countries and national organizations.**

Parking Trend International (PTI) is now being published by Maenken Communications in Cologne/Germany. The first issue of PTI in the new concept and design received positive feedback among the EPA members.

PTI reflects the variety of issues relevant for the par-

king sector within a European context, transfer knowledge and experience and also reflects on the changing role of parking as becoming a relevant part of urban mobility. The content of the magazine offers more in depth information than short term media such as the newsletter. PTI represents the variation within the EPA, and at the same time the interests of the organization will be explained and maintained.

By the way, articles of general interest or best practice solutions from the various national magazines can be republished in PTI. In those countries that do not have their own magazines PTI also has the role of the associati-



The EPA Editorial Team: (l. to r.) Laurence Bannerman (AIPARK), Igor Dula (Slovak Parking association), Elisabeth Herles (EPA), Gerry Trost-Heutmekers (EPA), Peter Martens (VEXPAN), Andreas Borchert (Maenken Kommunikation)

ons' magazine. PTI continues to publish association news and thus serves as a platform for national associations to present themselves.

To coordinate and generate content for the magazine an EPA board of editors has been established. Besides writing articles the members of the board are also active in

identifying and contacting authors for articles all around »EPA-Europe«. Furthermore, the members of the EPA Board and Policy and Strategy Committee are also providing ideas for articles or authors.

Editorial contact:

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## Looking forward to Liverpool 2010

**The annual general meeting of the European Parking Association will take place on September 24th 2010 in Liverpool, UK in the historic building of Liverpool Town Hall.**

Delegates will be welcomed by the Lord Mayor of Liverpool (not yet elected before

editorial deadline) and the EPA president, Nick Lester. A programme of technical lectures is set up, Marc Evans, Vinci Park UK will for example speak on »Hospital Parking-The way forward« and Laurence A. Bannerman chairman of the EPA congress will report on the work

of the interdisciplinary Technical and Scientific Committee in preparation of the EPA congress 2011. The general meeting of the EPA itself is scheduled from 11.30-13.30.

After lunch all delegates will have the opportunity at 15:00 to have a close look behind the scenes of Liverpool One Car Park. Q-Parks managing director Adam Bidder will lead a guided tour through the EPA Award winning object of 2009.

Liverpool is hometown of the Beatles and the hotel reserved for EPA delegates is the Hard Days Night Hotel, a four star listed building where a special rate has been negotiated for all delegates

who are booking prior to August 23, 2010. The hotel is conveniently located in the city center just a few steps away from Town Hall and Liverpool One Car Park. As most delegates will arrive on Thursday, September 23 everybody has the opportunity to get together at a restaurant for dinner.

Liverpool was European Capital of Culture in 2008. The impressive docks are listed UNESCO World Heritage and the countryside around is inviting for relaxing walks.

For further information regarding the general meeting please contact the EPA Secretariat in Cologne:

- ▶ [epa@europeanparking.eu](mailto:epa@europeanparking.eu)

Impressive docks: Liverpool was European Capital of Culture in 2008.



Photo: Rolf Handke/PXELIO



17:35 Work's finished at last

17:40 On the road in my beautiful car!



## WPS ParkID

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# Imperial Civil Enforcement Solutions

## New Parking and Permit management solution for Maidstone

In a move designed to maximise efficiencies and improve the quality of service to customers, Maidstone Borough Council has now adopted an advanced management software system for all of its parking services operations.

According to Jeff Kitson, the Council's Parking Services Manager, the introduction of the new Parking Gateway and Permit Gateway management support systems from Imperial Civil Enforcement Solutions (ICES) followed a comprehensive assessment of alternative solutions.

»It really has been a seamless transition and the new system has already transformed all operational areas within our Parking Services team. What's more we are now able to harness more advanced technologies to further improve the efficiency and accuracy of our processes, such as the use of digital images on our Notice to Owner and the use of the web and fully integrated email within the appeals process and for processing applications for parking permits.«

### User friendly web-based service

»Like every other local authority, we recognise the very real need to ensure optimum efficiency in everything we do,« he adds. »Our former approach for processing Penalty Charge Notices presented limitations and compromised our ability to introduce significant efficiency gains. That said we had used the same system for many years and, it's fair to say, we were apprehensive about the impact of radical change and the potential for disruption with the introduction of new technologies«.

»Our concerns were completely unfounded, and we hit the ground running from Day 1 with the new solution thanks to the support that ICES has provided every step of the way.«

Used by local authorities and other civil enforcement agencies all over the country, Parking Gateway is one the UK's leading management software systems developed specifically to improve efficiency and maximise accuracy of all processing, monitoring and recording of Penalty Charge Notices and offers full on-line capabilities.

Likewise, the Permit Gateway system presents a user-friendly web-based service for all types of permit allocations, eliminating the administrative delays, discrepancies and frus-

»We hit the ground running from Day 1 with the new solution.«



Jeff Kitson, Parking Services Manager at Maidstone Borough Council (left) with Mandy Watson of Imperial Civil Enforcement Solutions.

trations that can arise from manual processing of applications. In addition, the website options available for specific permit types can be individually restricted and a new facility enables property zone rules to be applied when applicants select the type of permit they require.

### 30,000 Penalty Charge Notices a year

With a 14-strong Parking Services team covering administration, operations and park and ride with both on- and off-street enforcement provided by Apcoa, Maidstone Borough Council is responsible for 17 car parks in Kent's county town. It administers around 30,000 Penalty Charge Notices a year as well as processing around 9,000 resident parking permits and permits for visitors, businesses and carers.

► [www.ices.imperial.co.uk](http://www.ices.imperial.co.uk)

# 24 hours open – Q-Park Car Park

## Glasgow Drivers Reach Holland at the Press of a Button

In recognition of Glasgow's growing status as a cultural capital that never sleeps, the newly refurbished Q-Park car park on one of its busiest thoroughfares, Sauchiehall Street, is now open 24 hours, allowing the public to park and collect their cars at any time, night or day.

This new innovative service has been introduced to accommodate night-workers, residents in nearby hotels (such as the Abode and the Marks) and those enjoying the entertainment scene.

Progressive technology is now being used to permit the 24 hour opening, in the form of a control room in Holland, where staff monitor on-site camera images on a wide bank of video screens. Customers who make contact via the intercom system, for example, to solve problems with payment, quickly get through to a member of staff in the Q-Park Control Room who can assist around the clock. They also have the ability to move and monitor the CCTV cameras at the Sauchiehall Street parking destination.

Adam Bidder, Managing Director of Q-Park: »Glasgow is a vibrant city with much to offer by day and night. We are doing our best to accommodate this by providing both exceptional customer service and convenience to its visitors, residents and workers.«

► [www.q-park.com](http://www.q-park.com)



The Q-Park Control Room in Maastricht, Holland.



The parking machine on the pier at Clacton-on-Sea also issues fishing permits.

Photo: Metric

## Metric Parking

### Pier with a parking machine that also issues fishing permits

An historical pier is believed to be the first in the country to install a parking machine. A Metric Aura pay and display parking machine is now controlling parking at the front of the 19th century pier at Clacton-on-Sea. In addition to issuing £4.50 parking tickets for a four hour stay, the Metric Aura also provides fishermen with £5 day permits.

»The pier is an unusual but imaginative use of one of our machines,« said Metric sales consultant Richard Staveley who covers the south east. »The owners of the pier decided that with more than 20 parking spaces available the machine could earn revenue.«

The pier first opened to the public in 1871 at a time when Clacton-on-Sea was a quiet and gentle little village with few facilities. The pier was extended in 1893 to reach 360 metres and in 1994 was bought by a local businessman and his family who embarked on an ambitious and successful modernisation project to attract 21st century day trippers.

► [www.metricparking.com](http://www.metricparking.com)



Scotch-Spanish cooperation: Edinburgh Airport contracted with Empark UK Ltd., subsidiary of Empark Aparcamientos y Servicios S.A.

# High level of satisfaction

## Empark UK Ltd. awarded Edinburgh Airport Contract

Stansted based car park operator Empark UK Ltd has been awarded a five year contract to operate all parking services at Edinburgh Airport. The airport has nearly 7,000 spaces in the long and short stay public and staff car parks. Empark UK Ltd will also manage coach and taxi parking and other airport facilities including the airport forecourt. Currently the service is operated by multiple contractors but from July 1st, Empark UK Ltd will operate all the facilities under a single contract. The contract also includes managing bookings and payments and bus shuttle services for the long stay parking.

### Award-winning service at Stansted Airport

Empark entered the UK market in October 2008 when it was awarded the Stansted Airport car parks management

contract, where customers have voted it an award-winning service. On receipt of the award Luis Blanco Santiago, managing director of Empark UK Ltd said: »I am very pleased that Edinburgh Airport has put their faith in us. We have been operating Stansted Airport since October 2008 and have created a high level of satisfaction for our customers with a better service and higher returns for our clients. We expect to achieve similar results at Edinburgh.«

Fiona Ward, Edinburgh Airports Retail Manager said: »We're excited to have Empark onboard and I am confident they will play their part in helping us to achieve our goal to be Scotland's airport of choice.«

## About Empark UK Ltd.

Empark UK Ltd. is a totally owned subsidiary of Empark Aparcamientos y Servicios S.A. in the UK, and has its headquarters in Stansted, London. Empark's expertise goes back to 1966 when first public car park concessions appeared in Spain. Today, Empark, with a staff of about 3,000, manages approximately 375.000 car park spaces



in 164 cities in five different countries: Andorra, Portugal, Spain, United Kingdom and Turkey. Empark's business activities include the construction, sale and management of

off-street car parks and the management of on-street car park services. Locations of its car parks are diverse, including, amongst others, airports, hospitals, shopping centers and P&R locations. Empark's goal is to contribute to urban mobility, helping commuters and travelers by making parking a friendly experience.

# Successful retail location

## Zurich's Bahnhofstrasse among the top 3 in Europe

Zurich's Bahnhofstrasse is among the top three of the most expensive shopping streets in Europe, according to the new Retail Market Study 2010 of Location Group Zurich. Two years ago the top rent was CHF 7,150 which rose to CHF 9,475. The purchasing power of the people in Zurich did not suffer during the crisis. Zurich has now surpassed London's New Bond Street (CHF 8,350) and Tokyo (CHF 8,450) and has taken fifth place after Fifth Avenue in New York (CHF 18,500), the Causeway Bay in Hong Kong (CHF 16,600), the Avenue des Champs Elysées in Paris CHF (11,000), and via Montenapoleone in Milan (CHF 9,650).

### High level of key moneys

The level of the key moneys is a sign for the most successful shopping streets. Mostly retailers in the luxury sector as well as the successful fashion brands are shaping the price structure in Switzerland. The Swatch Group paid millions to secure a 600 square metres retail space at Bahnhofstrasse 31 for its brand Breguet. Hermès rented the boutique of the local retailer Meister Silber at Paradeplatz with 700 square metres, between fashion house Bon Génie - Grieder and the Hotel Savoy.

The three years old shopping centre Sihlcity is one of the big losers in the city of Zurich. The reasons are the position of

the location in the south-west of Zurich, the unattractive tenant mix as well as the wrong architecture.

### Geneva with record of new openings

There have never been so many debuts of top brands in the prime retail locations of Geneva in the history. The top rents at Rue du Rhône are CHF 7,400 per square metre. Besides Panerai and Graff Diamonds, the jeweller »Boucheron« also has opened its first boutique in Switzerland. Audemars Piguet doubled its space at Place de la Fusterie. The French star shoe-designer Christian Louboutin launched his first Swiss boutique next to Jean-Paul Gaultier. Furthermore, the following brands opened a new boutique in Geneva: Church's, Dior Horlogerie, Fendi, Hacket London, Hervé Leger, Hublot, Lanvin, Paul & Joe, Tara Jarmon, Victorinox and Vilebrequin.

The interest of retailers in prime locations in Switzerland is unbroken high, which results in higher rents as well as key moneys. »We are always able to find new retail spaces, but the available spaces are very rare. The demand for rental and purchase properties in A1 locations exceeds the supply disproportionately throughout Switzerland«, said Marc-Christian Riebe, CEO of Location Group.

► [www.location.ch](http://www.location.ch)

Rent for shops in top locations worldwide

Country	City	Location	2009 CHF/m <sup>2</sup> /year	2008 CHF/m <sup>2</sup> /year
USA	New York	5th Avenue	18'570	17'972
HongKong	Hong Kong	CausewayBay	16'655	17'329
France	Paris	Avenue des Champs Elysées	11'012	11'018
Italy	Milan	Via Montenapoleone	9'696	9'548
Switzerland	Zurich	Bahnhofstrasse	9'475	8'350
Japan	Tokio	Ginza	8'450	7'714
UK	London	New Bond Street	8'379	7'866
Switzerland	Geneva	Rue du Rhône	7'400	7'400
Ireland	Dublin	Grafton Street	6'207	8'010



# Abu Dhabi International Airport

## Skypark decided on Skidata solutions

Abu Dhabi International airport is the gateway to the Emirate of Abu Dhabi, capital of the United Arab Emirates. The Airport is currently undergoing an ambitious expansion program. In their search to equip their state-of-the-art new Terminal 3 car park they put their trust in Al-Falak, Skidata's Authorized Dealer in the UAE.

Skypark was looking for a state of the art solution, integrating Parking Management (PMS) with Single Space Guidance and License Plate recognition. Making a shift from Exit Cashier payment to Pay-on-foot stations meant that a mentality shift had to be created with the parkers.

The deployed Power.Cash machines are the first in the UAE to be fitted with Bill-to-Bill recycling technology. This added feature reduces the number of manual interventions of the operator into the cash management. Another First in UAE feature is the integration of and EMV credit card solutions in the Power.Cash and the Exit columns. The solution should upgrade the level of service to the parker and offer both user and operator an advanced level of security. The ANPR system, another First in the UAE, serves the operator in two ways. It adds security and allows a complete audit trail of the vehicles entering the car park. It also prevents fraud by lost tickets or switching tickets amongst parkers. The ANPR system, supplied by Sagoss, is fully integrated into the Skidata Parking.Logic management, allowing the entry and exit columns to talk directly to the cameras. A Single Space Guidance (SSG) system, supplied by Indect, monitors every single bay within the car park and guides parkers efficiently to the empty spaces. An external VMS sign shows the number of available spaces and disabled spaces on every floor. This solution reduces the time parkers' roam around the car



Photos: SKIDATA

The new Terminal 3 car park

park and optimizes the usage of the available spaces. A technology that is beneficial to parker, operator and environment.

### Reducing the Ecological Footprint

- Usage of tickets from a renewable source only.
- Reusing the ticket as a receipt.
- Recycling the used tickets collected from the exit.
- Reducing the power consumption of the system
- Offering all Documentation, Manuals in Digital Format. ■■

► [www.skidata.com](http://www.skidata.com)

## Project Details

Installation:	2009;
Design, Installation and maintenance:	Al-Falak Middle East LLC
Operated by:	Skypark – ADAC;
Attended Pay Stations:	1
Automatic Payment Machines:	8
Entrance Lanes:	2
Exit Lanes:	2
Parking spaces:	1,650
System application:	Airport Parking solution integrated with SSG and ANPR;
Data carriers:	Barcode Ticket, Key Cards and Mifare Cards

### Special Features

- Integration between Skidata and Indect single space guidance system
- Integration between Skidata and Sagoss ANPR system
- Integration of EMV credit card solution on the Power.Cash
- Deployment of Bill-to-Bill recycling solutions on the Power.Cash
- Integration of EMV credit card solution on the Exit Column
- Command Digital Intercom using VOIP technology
- Centralization of the control room
- Future refurbishment of airport car parks.



Opening Dubai-Metro on September 10th, 2009: Station »Mall of the Emirates«

## Car Park Solutions for Dubai Metro

Thales installs its 3rd interoperable car park with the city's transport network

Thales has been selected in March 2010 by the Dubai metro operator RTA to install the access control system for a 3rd car park connecting to the Dubai »green line«.

The Thales system provides visitors with a simple, user-friendly service and gives operators a flexible and secure operating tool. In addition to the usual functions of this type of equipment, the WiLix system developed by Thales enables the customer to use a single payment system for his travel and parking tickets, and is thus particularly suited for busy car park environments. This is the case with this new city-centre car park which has to deal with peak rush hour traffic every day.

Fully integrated in the transport network, this car park will have 16 two-way entry/exit terminals and 2 smart payment machines that will take all methods of payment, including contactless travel cards. All the equipment and visitor flows are supervised via a central system.

»Parking systems are a key component in managing passenger flows today. On a single journey, travellers may use se-

veral modes of transport, including their cars. Thales can provide fully integrated solutions that make the lives of travellers easier and guarantee payment security for operators« explains Jean-Pierre Forestier, Thales SVP, in charge of Transportation Systems.

Leading the French market in public car park management systems, Thales has more than 400 references worldwide. Customers include ADP Roissy and Orly airports, EFFIA Stationnement with TGV-Est, Lyon Parc Auto, VINCI car parks, CHU Valenciennes, car parks in Monaco, the Turin city metro car park in Italy, and the Gautrain high-speed train car parks in South Africa.

► [www.thalesgroup.com](http://www.thalesgroup.com)

Dubai-Metro: Station „Sheikh\_Zayed\_Road“  
Photo: Wikipedia, Siddeswhar





Up and away: A lot of European airports – like Helsinki-Vantaa (photo of the departure hall) – offer special holiday prices for parking.

Photo: www.flickr.com



## Calendar

**EPA General Meeting**  
24th September 2010  
Liverpool, United Kingdom

**The 3rd Middle East Parking Symposium**  
Abu Dhabi,  
United Arab Emirates  
10th-12th October 2010  
▶ [www.parking-me.com](http://www.parking-me.com)

**NPA's 59th Annual Convention and Exposition**  
Boston, United States  
11th-14th October 2010  
▶ [www.npapark.org/events\\_convention.php](http://www.npapark.org/events_convention.php)

**3rd Iberian Parking Seminar**  
20th-22nd October 2010  
Albufeira, Portugal  
▶ [www.iparkseminar.com](http://www.iparkseminar.com)

**2011 15th European Congress of the European Parking Association**  
14th-16th September 2011  
Lingotto Congress Center  
Torino, Italy  
▶ [www.epacongress.eu](http://www.epacongress.eu)

# Attracting customers with special offers

»Lomaparkki« is Finnish and means »holiday parking«. The airport in Helsinki-Vantaa offers special tariffs for holiday travellers. This method to attract customers is applied by more and more airport car park operators.

Holidaymakers who fly from Helsinki can now park in outdoor car parks P4a and P4b for an affordable week price of 29 EUR. Passengers can conveniently reach the terminals from the car park on the free AirPortBus shuttle, which runs nearly 24 hours a day. The shuttle runs approximately every 15 minutes between 3:30am-1:30am. Another offer comes from the United States. Cus-

tomers can choose a package deal that includes an airport hotel for the night before the flight, seven to 14 days of parking, and a shuttle to and from the gate. This service is promoted by the internet-channel [www.ParkSleepFly.com](http://www.ParkSleepFly.com). It includes several European airports, e.g. in Amsterdam, Berlin, Brussels, Cologne, Dusseldorf, Frankfurt, Glasgow, Krakow, London, Madrid or Manchester.

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