

## Press Release

### **New SKIDATA products pave way to future in parking management**

- **Power.Cash 'Parking':** From payment machine to intelligent service centre for car parks
- **Data Warehouse, Remote System Monitoring & Control:** new hosted services to help boost car park business
- **NFC-enabled Services:** More parking convenience with mobile phones and Near-Field Communication (NFC) technology

**Salzburg/Amsterdam, April 2<sup>nd</sup>, 2008** — Austrian-based access management provider SKIDATA launches a new series of products with a focus on enhanced service for parking providers and end consumers. The official launch will take place at the beginning of April at this year's Intertraffic trade fair in Amsterdam.

#### **More Power with Power.Cash 'Parking'**

With the official launch of the new automated payment and vending machine Power.Cash 'Parking', SKIDATA is about to set a new industry standard. From its stylishly sleek exterior design to its inner workings, everything about Power.Cash 'Parking' has been developed for ergonomic, intuitive use. Its new functionalities have earned the device a nomination for this year's Intertraffic Innovation Award. "What's new about Power.Cash 'Parking'" says Robert Weiskopf, SKIDATA's Chief Marketing & Sales Officer for Car Access, "is that it's not just for paying your parking fee. As a vending terminal it's designed also to serve nearby businesses in the local area, for example by issuing public transport tickets or tickets to local leisure parks."

#### **Service wins the game**

Service is becoming more and more the focus of today's parking industry, with conveniences from vehicle cleaning to technical services and petrol filling. However, demand for service-focussed support of their business workflow is also growing among car park operators themselves. In response to this market trend, SKIDATA introduces a range of hosted services for car park operators under the motto, "Access as a Service".

**REMCO (Remote Monitoring and Control)** uses intelligent new technologies to keep watch over car park management systems and ensure trouble-free round-the-clock availability of critical IT infrastructures on behalf of the operator.

**SKIDATA Data Warehouse**, another hosted service, is specifically designed to evaluate collected transaction details in accordance with the operator's business

needs. This helps operators to cut costs, optimise their resources and concentrate on customer relations.

### **New technologies on the rise**

As the parking business evolves, new technologies such as Near-Field Communication (or NFC for short) offer new levels of service and convenience. Based on the new technology, which can turn mobile phones into electronic tickets or credit cards, SKIDATA has developed the "Car Finder" service, which lets car owners download the details of their car's location in the car park to their NFC-enabled phone via a so-called Smart Poster. This makes the dreaded search for one's car in large car parks a thing of the past. NFC is expected to be available on most of the major brand mobiles within a year from now.

### **SKIDATA at Intertraffic**

The new SKIDATA products will be introduced at this year's Intertraffic in Amsterdam (April 1-4). As always, the stand will feature a design centred around an exciting theme, as well as numerous events.

### **About SKIDATA**

Headquartered in Groedig/Salzburg (Austria), SKIDATA AG is an international market leader in access management and ticketing solutions for airports, ski resorts, sports venues, and leisure parks. Currently around 5,000 SKIDATA applications on all continents. Further information is available on-line at [www.skidata.com](http://www.skidata.com).

SKIDATA is a subsidiary of the Swiss-based Kudelski Group (SWX:KUD), a world leader in digital security technology. More information is available on-line at [www.nagra.com](http://www.nagra.com).

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**Pictures (hi-res versions available on request):**

*More power for parking providers: Power.Cash  
'Parking'*



*Near-Field Communication (NFC): the  
mobile key to value-added parking*