

# PAY AND DISPLAY

## Chip and PIN solution in Camden, UK

*Following a successful trial of the EMV Level 2 Chip and PIN solution from Cale BriParc, the London Borough of Camden have converted a large number of their existing Cale parking terminals to accept credit card payment.*

The previously coin-only terminals were simply upgraded with an EMV Level 2 Chip and PIN reader and keypad, allowing motorists the choice of paying for their parking by Visa, MasterCard, Delta or Visa Electron, as well as by coins.

The solution is proving user friendly for motorists, who also appreciate being able to pay for their parking more easily with a credit card compared to having to carry sufficient loose change for the relatively high parking charges in central London.

Martina Lumsden, Parking Maintenance Officer at the London Borough of Camden, commented, "We found during the trial process that customers seemed to be more willing to use the Cale machines for credit card payments, in preference to the other machines we were trialling at the same time."

An attractive feature of the Chip and PIN upgrade path of Cale terminals is that, should the credit card solution no longer be required at a terminal in the future, security blanking plates can be easily fitted so that the terminal can be used with coin only operation again.

The simple path of upgrading existing coin only operated Cale terminals to accept credit card payment shows Cale's continuing commitment to offering the latest technology in the most cost effective way possible. The upgrade solution also offers significant cost savings to the Council and minimises the environmental impact, as existing, fully functioning Cale terminals can continue to be used and do not need to be discarded and replaced with new terminals.

