

# HecNews

Issue 04/13

Hectronic Company Magazine

## EDITORIAL



### Dear Readers,

An intensive and extraordinarily beautiful summer is slowly coming to an end in Bonndorf in the Black Forest. Lots of employees have recharged their batteries and are ready to serve you, our valued customer, once again.

In July we received our first order from the Moroccan capital city of Rabat, which has never had automatic parking ticket machines before. Meanwhile our Citea Touch is being used in conjunction with in-ground sensors in Switzerland.

Touch operation is also advancing in self-service petrol stations. A third of all HecStar terminals leave our factory with an integrated touch screen. Meanwhile, the Heconomy, which enjoys the same high-tech properties, but is designed specifically for company fleets, has enjoyed market success.

And Hectronic has been just as innovative in-house. Visit us on YouTube using the key words "kometfilm action". Here you can see how much power there is in Hectronic...

Yours truly,  
Stefan Forster

## Hectronic AG successful at Suisse Public in Bern

Hectronic AG, based in Brugg (CH), again exhibited at Suisse Public this year.

Staff were pleased to welcome many existing and potential new customers to the booth shared with OM Computer.

A number of customers viewed the touchscreen solution as an ideal complement to existing Citea parking ticket machines.

And simple barrier solution with an exit ticket and a ticket generator, for company premises, hotels and restaurants - just to name a few - was well received.

However, the undisputed highlight was the BayServer with numbered parking spaces in combination with Nedap ground sensors. With an Internet-capable smartphone, the status of each parking space can be checked at any time. If a parking space is occupied, but has not been paid for, it is shown in red. This tool helps traffic wardens to work more efficiently as ever. - There is no escape for parking offenders.



## HecStar with HecPad Touchscreen in a wide housing

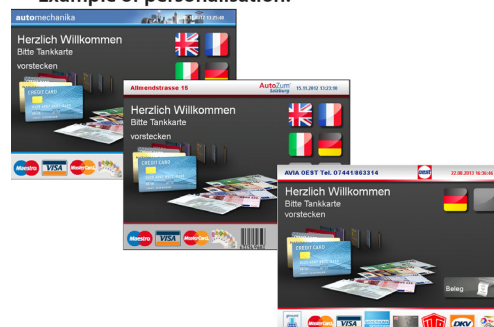
The HecStar EMV2 is now also available in conjunction with the HecPad Touchscreen. A wide housing is used for fuel terminals. The device is available in a version with or without a banknote reader. Either CashCode or Sodecco banknote validators are used for the version accepting bank notes.

Advanced functions thanks to the HecPad Touchscreen:

- A colour touchscreen leads the customer through the authorisation process in simple and clear steps (choosing a language, printing a receipt, animations).
- Station cards are processed exclusively via the touchscreen without using the EMC PIN pad.
- Identification media is displayed via pictograms in the display (barcode, bank notes, fuel cards, debit and credit cards, conversion rate if more than one currency is accepted).
- Optional personalisation option for the end customer (logo, address, customised colours).



### Example of personalisation:



## Company football tournament in Birkendorf

Team Hectronic wins over the hearts of the crowd



On Friday 26.08.2013, a tournament between companies from Bonndorf was held in nearby Birkendorf. Besides Hectronic, Dunkermotoren, Sparkasse and Adler all joined in the action with their teams.

Each of the teams took part in three matches to demonstrate its skills.

At the end of the day, Hectronic lost, unfortunately, but didn't leave the tournament without winning over the hearts of the crowd; after all, most of the spectators were members of our own staff, including Managing Director Stefan Forster, with his two children.

After the official end of the tournament, and the subsequent prize-giving ceremony, at which Hectronic was given a large piece of bacon, the athletes got together with a number of spectators on Friday evening to enjoy chilled drinks on the clubhouse patio.

## Cooperation between EDV-SOS and Shop Top

EDV-SOS GmbH, the Austrian POS system manufacturer and Hectronic subsidiary, has entered into cooperation with Shop Top Service Handels GmbH, which provides service and advice to filling station shops and convenience stores.

Prepaid phone cards from all Austrian network operators and, in the border regions, cards from selected German operators, are available from Shop Top.

Apart from prepaid phone cards, it has also sold gift vouchers, such as iTunes or Amazon cards, and the popular Paysave cards for online payment transactions, which have been activated via a terminal up to now. – This is no longer necessary.

From now on, gift and prepaid phone cards can be activated directly at the POS, dispensing with the need for a terminal. There is also no need to cash up when changing operators.

The system offers many advantages, such as protecting against theft.

What's more, all cards are always „available“, even if they are not physically present.

It leaves more space at the POS area in the filling station, and the type and quantity of cards sold is 100% verifiable.

Ongoing costs are also considerably lower, and the cost of software and installation are amortised within only a year.



## Mineral oil traders Schuster & Sohn KG purchase Hectronic equipment

The mineral oil trader, which operates facilities in Kaiserslautern, Landstuhl, St. Wendel, Namborn and Pirmasens, recently purchased four HecStar Standalone and three HecStar Upgrade Kits for its service stations.

The reason for the installation was the replacement of the DosTask units, and the use of automatic petrol pumps from a single manufacturer at service stations. With the Hecfleet 44 that the operator already had in use proving its value, Hectronic was the first choice for the new purchases and upgrades.

The customer also had some requirements in terms of online authorisation and voucher management that were best met by the FleetNet Server solution.

To introduce the concept, Schuster was invited to Hectronic's head office at Bonndorf where they were able to experience the entire product range live and up close in the redesigned showroom.

## Parkopolis 2013

Hectronic was once again exhibiting at Parkopolis 2013 in Paris Porte de Versailles.

During these two days Hectronic welcomed the customers as well as establishing new contacts with towns and partners. The latest version of the CITEA with touch screen was shown. The customers were really delighted by the demonstration of CityLine.



The two old parking meters displayed on the booth were eye catching and reminding Hectronic is for quite a while in this Parking business

# Hectronic

Smart solutions for parking and refuelling

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### What's Next ?

27. - 29. September 2013  
Refuelling Sales Conference

IMPRINT