

A group of white spheres on a light blue surface, with one red sphere in the center. A red line points from the text 'In the thick of it.' to the red sphere.

**Hectronic**

*The different way.*

**In the thick of it.**

**And refreshingly different.**

Hectronic: That is 250 employees, company headquarters in Germany/Bonndorf, and international subsidiaries in Switzerland/Brugg, France/Paris, Poland/Tschenstochau and India/Bangalore. Hectronic has international business contacts and access to over 150 distributors worldwide. Our company has the full service and product range for parking, refuelling, level measuring and tank truck management and when it comes to quality and innovation we are right there at the top.



# HISTORY

1920

## The beginning

1928

It all started more than 7 decades ago with Kienzle, the original mother company of today's company. In 1928 the "Kienzle" name was first registered with companies' register. That year, Dr. Herbert Kienzle founded Kienzle Machines in Villingen/Deutschland. The first products were "clocks" for horse-drawn carriages - so called taxi metres and tachographs. Over the following years, the company consistently improved the technology and extended the range of products.

1930

1940

1950

## The automobile success story creates new markets

In the 50ies, car sales in Germany exploded, creating new markets. Also for Kienzle. The company started to manufacture parking metres under license. While one of the pillars of today's company was already well established in the 60ies, the other one only just got going. In 1964, Hectronic AG was founded in Brugg, Switzerland. Hectronic was a runaway success and the company established fast in the market. In the 70ies, Kienzle develops into an international group with almost 10,000 employees.

1960

1970

## From mechanics to electronics

The change from mechanics to electronics has almost epic dimensions and causes new growth for the company. Kienzle is the clear leader when it comes to calculators, industrial meters and really for any kind of measuring instruments. Only about a decade later during an economic downturn, the Mannesmann-Kienzle group - as the company is now called - has a turbulent time.

1980

1990

## Hectronic takes over Kienzle

1996

In 1996 the paths crossed. At the start of that year, Hectronic AG with its Managing Director Ernst Forster takes over the areas refuelling and parking from Kienzle. At the same time the Hectronic GmbH is founded in Bonndorf.

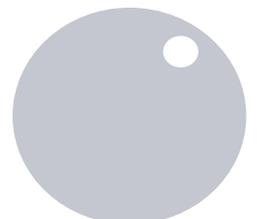
2000

2005

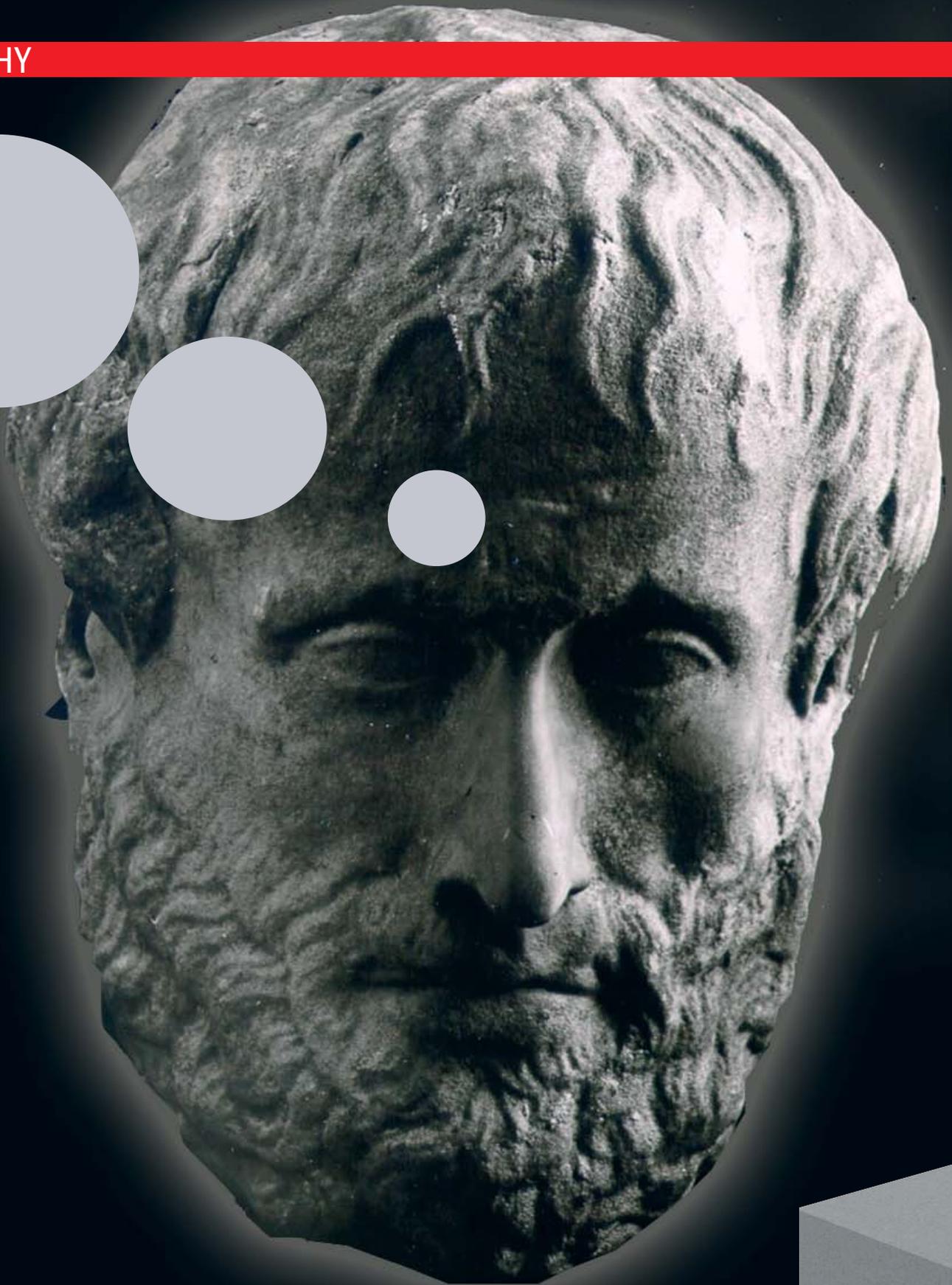
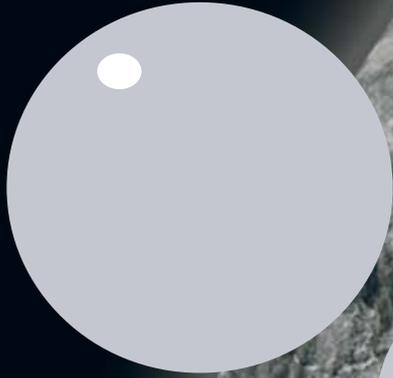
## Change at the top

In 2005 there is a change in the company's management. Ernst Forster hands over the running of the business to his son Stefan. However the company's main asset remains: the creativity that made Hectronic into an internationally successful company. In 2008, Hectronic took over the majority of shares in EDV-SOS, an Austrian specialist company for checkout systems and fuel terminals. For decades, Hectronic has been synonymous for high quality products, innovation and reliability.

2010



# PHILOSOPHY



Facilitate innovation, live fairly. We want to offer our customers solutions for parking space management and auto fuel systems - making processes simpler and more efficient. This also allows our customers to seize new opportunities and to tap their full potential. At the same time, we want to act professionally and be exemplary ethically. Which means: We treat our customers, partners and our employees fairly and with respect.

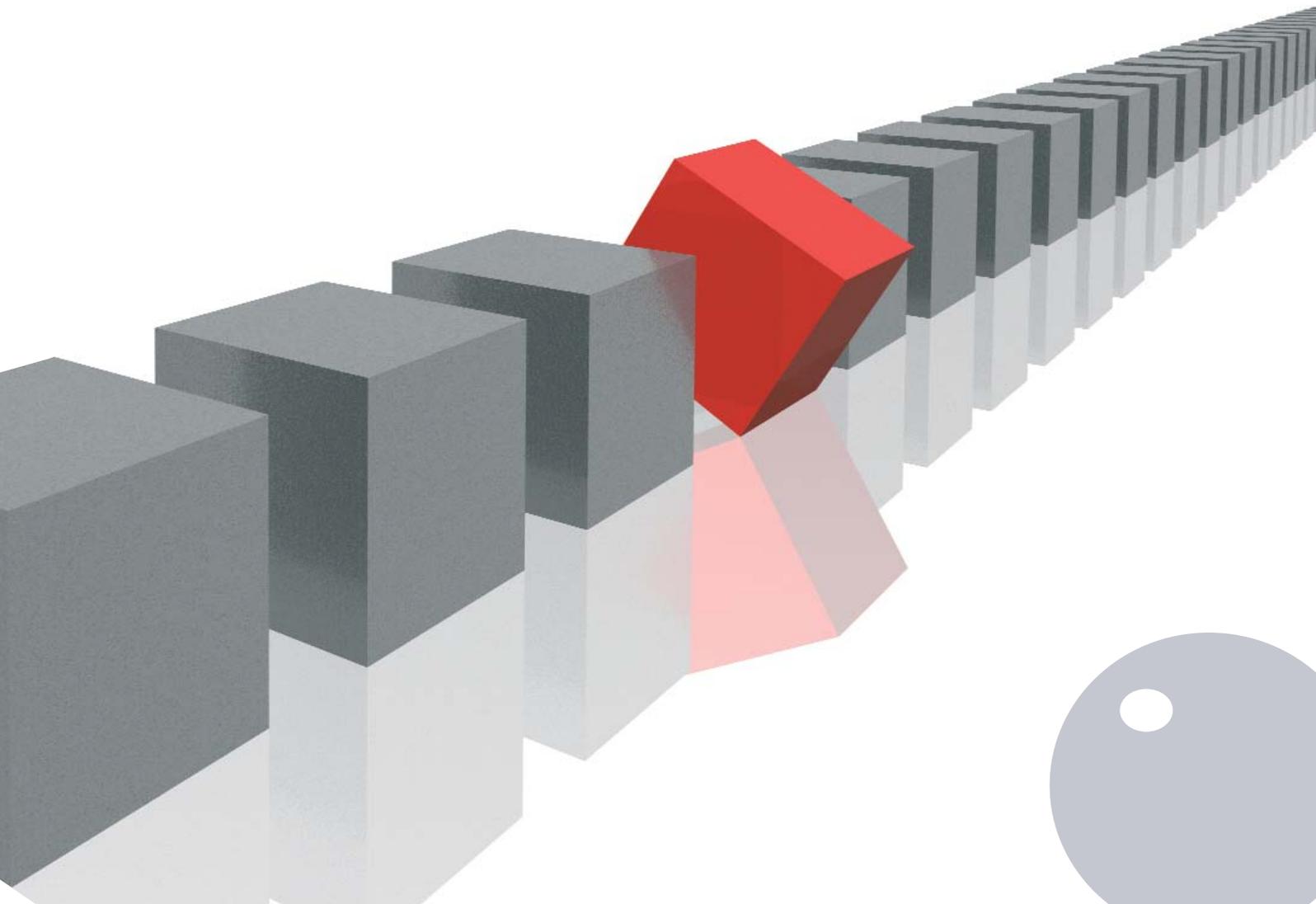


# „The whole is more than the sum of its parts.“

This was famously stated by Aristotle. And the great thinker of ancient times is still right today. More than ever we understand that every task has to be looked at in a wider context. In order to achieve the best possible result, the search for the suitable process is of utmost importance. And that's where we look for new ways, where we're different than our competition. You could say that we want to break ranks. Not for our own sake but to be faster, better and even more flexible. That suits us or rather: That's us. Being a medium-sized company we have stood our grounds for a long time against larger, powerful company groups. Size alone does not guarantee success. On the contrary. While other organizations have to "slim down" to the right size to be reactive and good, we already operate in the right set up.

## Fast, unconventional, effective

Our structure offers many opportunities. The customer is at the epicentre of our thinking. We can react to their requests very fast and there is no need to laboriously convince countless committees. In the end we very often achieve an unconventional solution - a clear benefit for all parties. Due to a flat hierarchical structure and good teamwork between departments we keep our sight set on the whole process and that applies to every individual requirement - because when we talk to customers and partners we never forget the market reality. Nevertheless, there is hardly anything that would not be possible. As for every jigsaw we put the pieces together in such a way that enables us to achieve the most effective result. Hectronic's strength lies in creating clear concepts and to carry them out in consistent steps. The final product will not only work perfectly but will result in a complete solution which is tailor made to your individual specific requirements. More than the sum of its parts.



# PARKING



Hectronic is one of the top suppliers for parking space management solutions due to a combination of market experience and technological expertise. The mechanical Kienzle parking meter set the benchmark for modern technology when parking first became an issue over 50 years ago. It was replaced by two successful automated solutions. Due to constant innovation, the company made the move from electronic devices to communications technology, computer, internet and so the move to software solutions went without a hitch.

## Competent and modern

Nowadays Hectronic offers you third generation parking management by means of integrated system solutions as well as modern communication and software products; our parking ticket machine CITEA is just one example. The product range also includes HecTwin. These two terminals are the ideal duo for enclosed parking areas and organise the entrance and exit for declared parking areas. This applies for both public as well as private car parks.



Hectronic's motto is Smart Parking, and this includes all areas of modern parking space management, e.g. integrated traffic management, database applications, client-server-solutions and M-commerce. Our concepts and products are represented on six continents and our efficient partner organisations support clients worldwide with system advice, project management and service. We are one of the sector's top companies in the world.

### CITEA - far more than just a parking ticket machine

CITEA, which is available as the Smart and PIN model, is far more than just a parking ticket machine. These machines can be used in all those areas with requirements for access authorisation thanks to its first class performance in data transfer, cashless payment options with chip/pin cards or credit cards or contactless media as well as "Active Error Reporting". The machine can handle ticketing at turnstiles in public pools, can be used in ski resorts to handle parking and slope fees or to charge entrance fees for museums. And in India, train passengers use their rupees to get access to the train tracks. And you can even fill up your tank using this parking ticket machine. How? Hectronic fits parking spaces with recharge stations and with CITEA you can pay for both the parking fee as well as car recharging. The driver drives his electric car to the car park, connects it to the power - that's it! No surprise then that we also refer to the CITEA as a "Ticket Vending Machine".

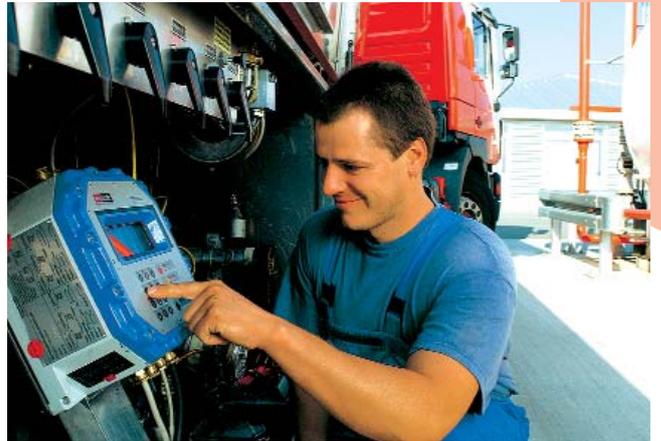
### Always the proper solution

Software solutions are a key issue when it comes to making intelligent investment decisions: the CityLine software package brings together all the necessary data, such as tariffs, display texts and advertising texts, parameters and configurations for parking ticket machines, in one central database which also stores all the data collected by the individual machines. It is a comprehensive, professional package for maintaining, monitoring and optimising larger machine pools. CityLine also supports password-protected access control, meaning that user rights can be assigned with different levels of access. And any amendments to tariff data, parameters or trans-

fer data are logged for each machine. Furthermore, text that appears on the machine's display screen can be edited, saved to the database and transferred to the parking ticket machine. The same applies for text that is to be printed on the ticket. And our customers have plenty of choices thanks to the modularity of the range.



# REFUELLING



Refuelling and Hectronic are inseparable. It's been this way for many decades. Our products are at home in filling stations. If yours is a company, fleet or public filling station, we have a solution suitable to your needs. Furthermore, we also have the right offer for carrying out mineral oil transports. We focus on our customers' requirements and are able to react fast and flexibly. You tell us what you would like and we make it a reality.

# All-purpose solutions for any filling station

Hectronic has a diverse product range for the refuelling sector. That applies for public as well as company filling stations or the unmanned fleet filling station. This also applies for tank management during mineral oil transports. We not only deliver single products but system solutions all under one roof. Nevertheless the single components are the basis for this all around concept. We have several models in our autofuel systems' range, which is one of Hectronic's core specialities.

## Deployable globally

We are in a position to adapt our machines perfectly to country specific requirements due to our extensive range and the unique adaptability of the devices. The customer can rely on us that his demands are met to the highest standards, no matter if it is communication possibilities, functionality or stability.

## smart refuelling - unique worldwide

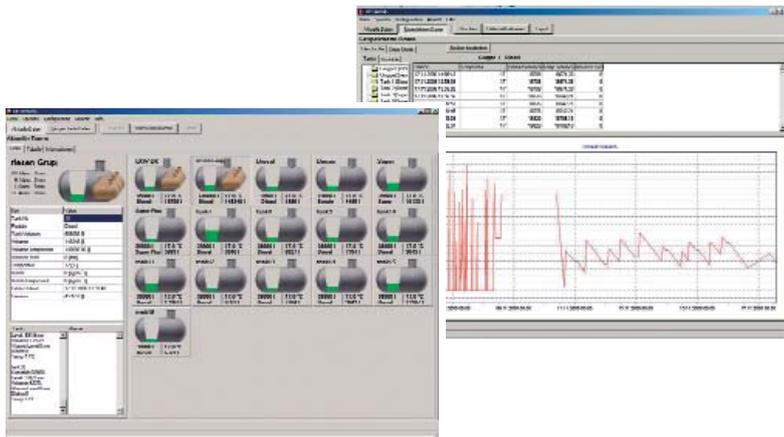
The network system Smart Refuelling for company and fleet filling stations reduces costs, increases efficiency and productivity and maximizes profits. All from one source without any interface problems. And our customers seem to agree with us, since we are the market leader in Europe and globally one of the key players. The concept's components are OPTILEVEL, the automatic filling level measurement system, the autofuel terminal HECFLEET, the automatic vehicle recognition PetroPoint, the pump system HECPUMP and the fleet management software FuelData. Even the online authorization via HecPoll/FleetNet is possible. Smart refuelling - a combination which is unique in the world and only offered by us.

## Deliver. Invoice. Done.

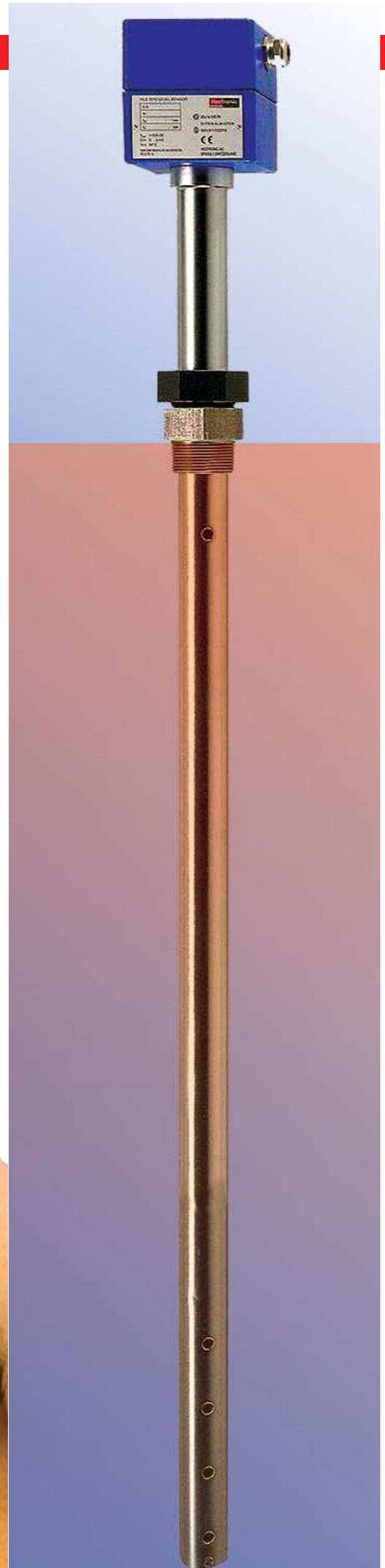
What is the most important factor when transporting mineral oils? Here are 4 features that make all parties happy. Delivery on schedule, exact measuring, correct invoicing and safety. And that is the concept behind Hectronic's tank truck management system TWM 2084. The TWM 2084 is a system for the calibrated, temperature-compensated dispensing of liquids from tank trucks and tank farms. The device can be individually parameterised and - according to the variant - can be used in the explosion-proof area and in the non explosion-proof area. The main features of this product are once again the easy operation and quick data collection. Deliver. Invoice. Done! Not quite done, since now the data has to be transferred via mobile phone (GPRS) or PDA from the truck to the office IT. Tours and orders can be planned with the computer and the data can then be sent to the trucks. Hectronic makes processes transparent - that's good for our customers and good for business.



# SENSORS



If you want to know everything about the content of your tanks, a system that works fast and perfectly, if you want to earn more money with a measuring solution and reduce your costs: Then OPTILEVEL is the right tool for you. Hectronic is also the right partner if you are looking for overflow protection for tanks and monitoring of limit levels.



## A good look into the tank

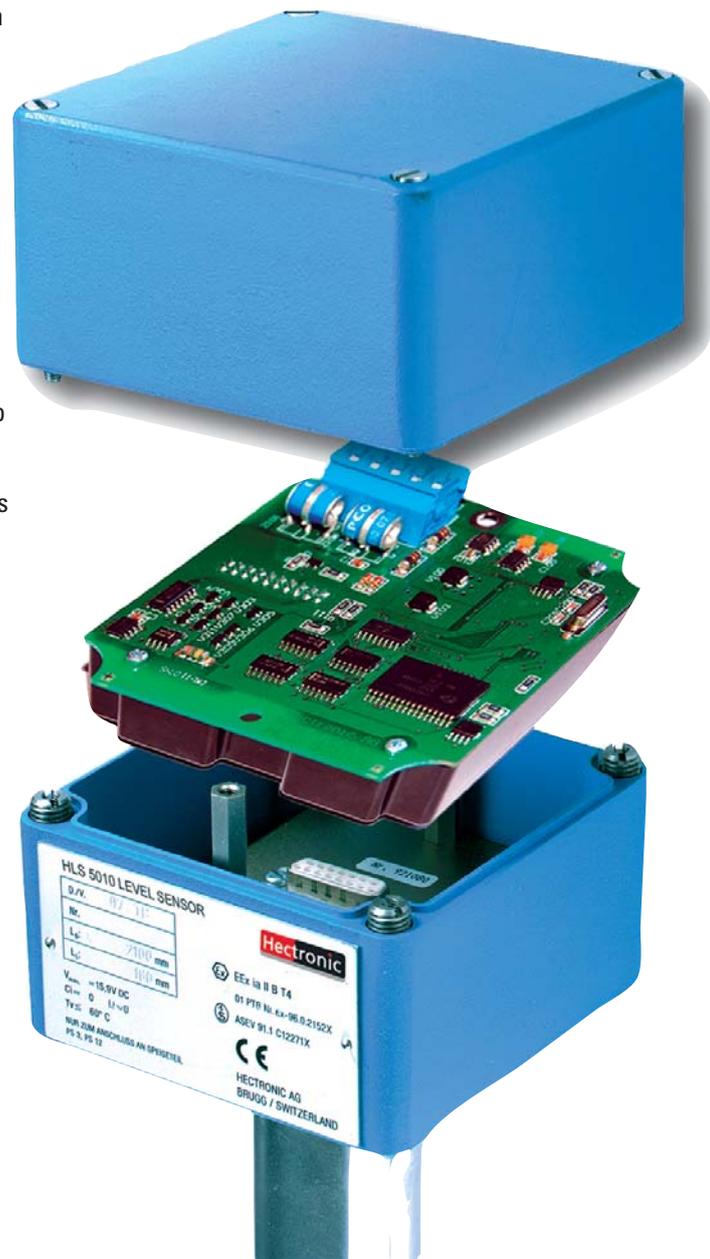
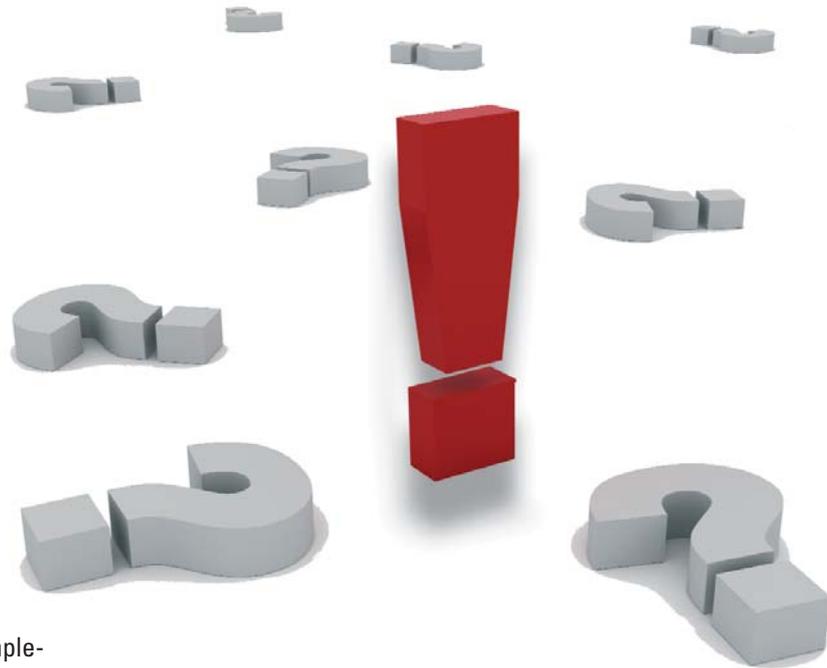
If you want to know more about the contents of your tank, then Hectronic has the right solution for you. The filling level management system OPTILEVEL is the perfect product. OPTILEVEL records the exact data for filling level, water level or temperature and gives a good overview of tanks at a filling station. Hence, it is an indispensable part of any modern unit.

But OPTILEVEL isn't only used for refuelling, it has many other areas of use. The basis for this universality is the variable configuration. This is reason enough to introduce this product separately. Or rather product range, which is more precise due to the complexity of this product. The probe of this measuring system works with the capacitive comparison method and does not have any moveable parts - features developed by Hectronic. This means that there is no wear and tear. The probe recognizes a change in fluid and adapts automatically to the new medium.

The applied measuring technique is independent from pressure and temperature. Water and temperature measuring is standard. OPTILEVEL cements its special position with the measuring of density and dielectricity. With this product you are able to determine when the consistency of the medium changes, which is especially vital these days for effective quality control. The probe is manufactured in a variety of lengths and can therefore be used for tanks with different diameters. OPTILEVEL exists also as wireless model. The data are transferred by radio. That is an important advantage at refuelling stations without any consisting conductions.

### Probes ensure safety

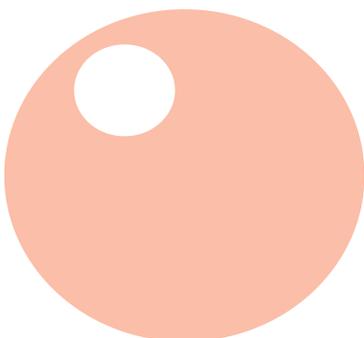
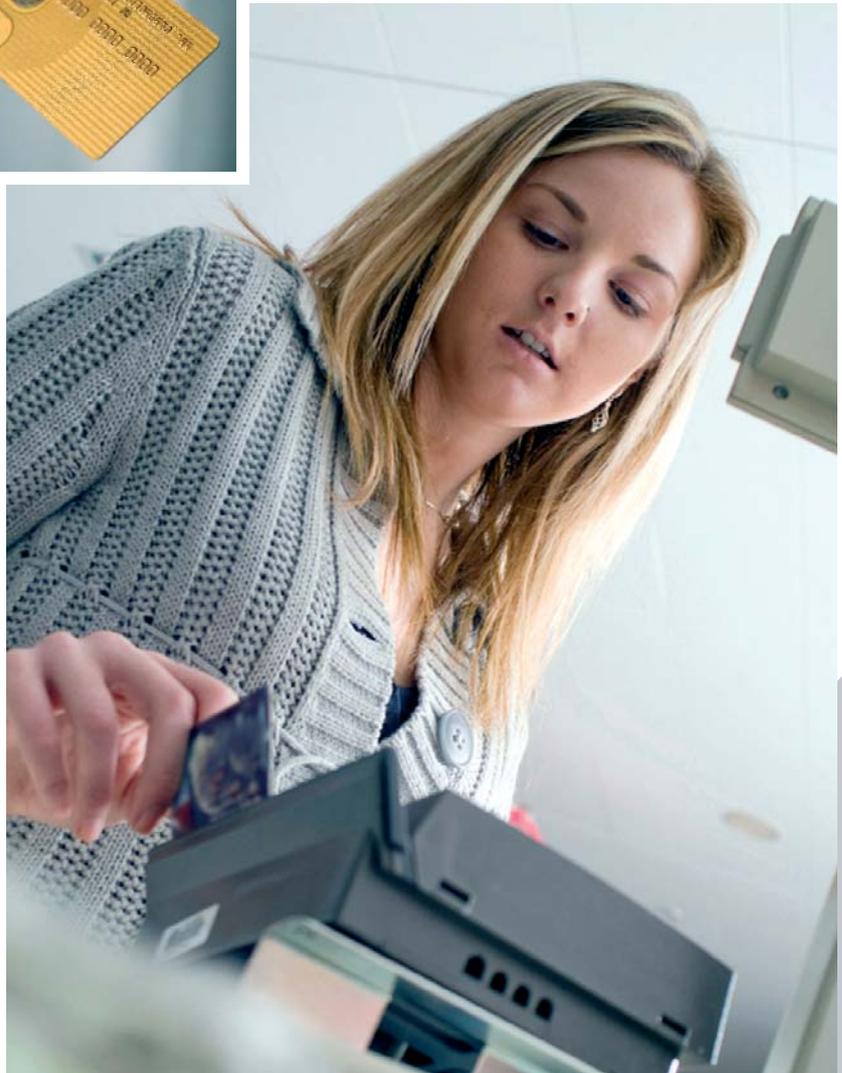
What happens in the tank is one issue; the other issue is the safety outside the tank. And this is also an area where Hectronic can help. A range of probes helps you to stay informed without any blanks. Including infrared, floating roof or leakage sensors.. And these systems are available for any size tank - be it in a private home or within a large industrial unit.



# CASH SYSTEMS



A public filling station has to operate smoothly; fast communication and perfect administration are a must. The checkout system is at the heart of all these requirements. Hectronic's product portfolio can also help you here, as our Lettas is a POS which has all the crucial components. A joy for any filling station operator.



## Perfect POS

A POS has to be easy to operate and make inventory management as easy as 1, 2, 3. A POS has to do filling station controlling regularly. A wide range of tasks, but no problem for Lettas. Hectronic's POS provides you with all the tools which are required to efficiently manage your filling station.

Lettas can be controlled with a touch screen and/or POS keypad. The touch screen includes 20 keypads with 30 keys each which are free for personal allocation for different functions (group articles, costs, payment methods ...). The key display depends on the function and is therefore easy to learn. Furthermore, you can decide on the colours, textures and arrangement for almost all keys.

Administration offers a wide range of grouping possibilities as e.g. items, customers, cards or number plates. This makes everyday jobs easier and simplifies operating processes. The areas for items and customers can also be listed in lots of different ways.

And finally, Lettas is also a powerful filling station control system. It controls your entire refuelling technology such as pump dispenser, fuel terminal and large price displays. And this also includes all future developments. The system grows with the filling station, no matter what technological developments happen in future.



## SUPPORT

The customer is king. I am sure you know this sentence well. We often think that this sentence does not reflect reality anymore. Who needs an aloof patriarch who has no clue about business life? Exactly, no one! The customer is our partner, that is Hectronic's motto. And we are true to the meaning, since most of our customers are members of a worldwide network of distributors. Working together achieves the best possible results and is essential with regards to the high quality products.



# The customer is king. He's even our partner.

Our customers are our partners. They have to be well versed in our refuelling and parking systems as well as our TruckLine range. Only with in-depth knowledge can they show their customers the benefits of the product range. We looked at the support subject in detail and are now able to offer an extensive offering. The same rules apply to support as do for production: Quality comes first with Hectronic.



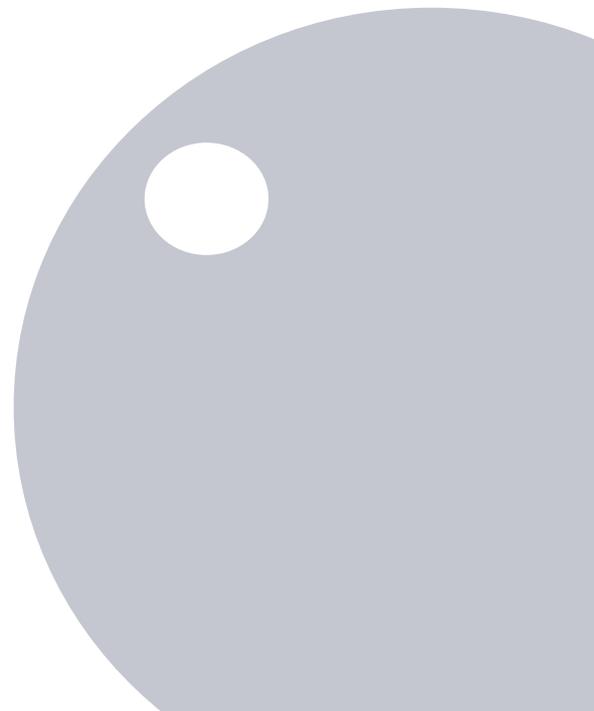
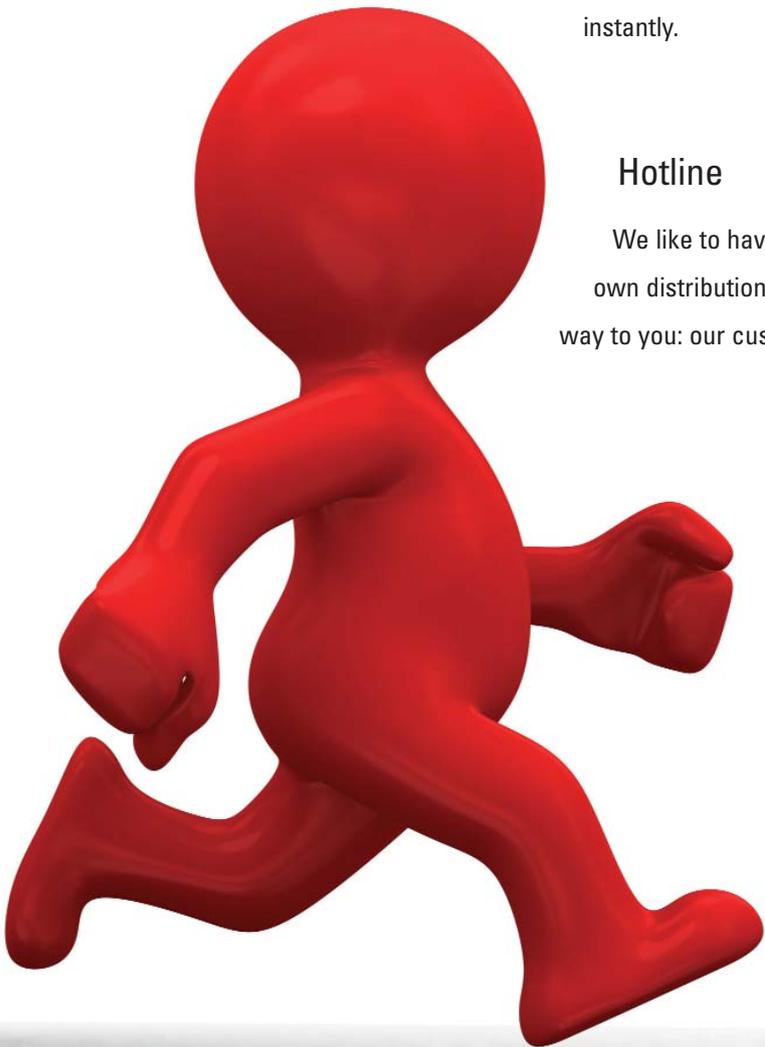
## We are here for you

Our specialists take care of that! They communicate their knowledge of our diverse service catalogue. Primarily, these are training sessions either at Hectronic offices or directly at our partners' location as well as installation support. Furthermore, we carry out integration and lab tests and transfer old data into the new software. We are also available for advice and support via our customer service hotline. This enables us to find a solution, mainly due to the fact that the machine's communication possibilities give us direct access to the problem.

Hence, we can see from our central office, where the shoe pinches. And if it is still necessary for us to come round in person, then we will be on our way instantly.

## Hotline

We like to have a hotline to our customers. That is why we have our own distribution team which works around the globe. Always on their way to you: our customers and partners.





At home in europe ...

... and in the world.

*The different way.*

**Hectronic**

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