



Portfolio



DESIGNA



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Intro

A future with strong roots.

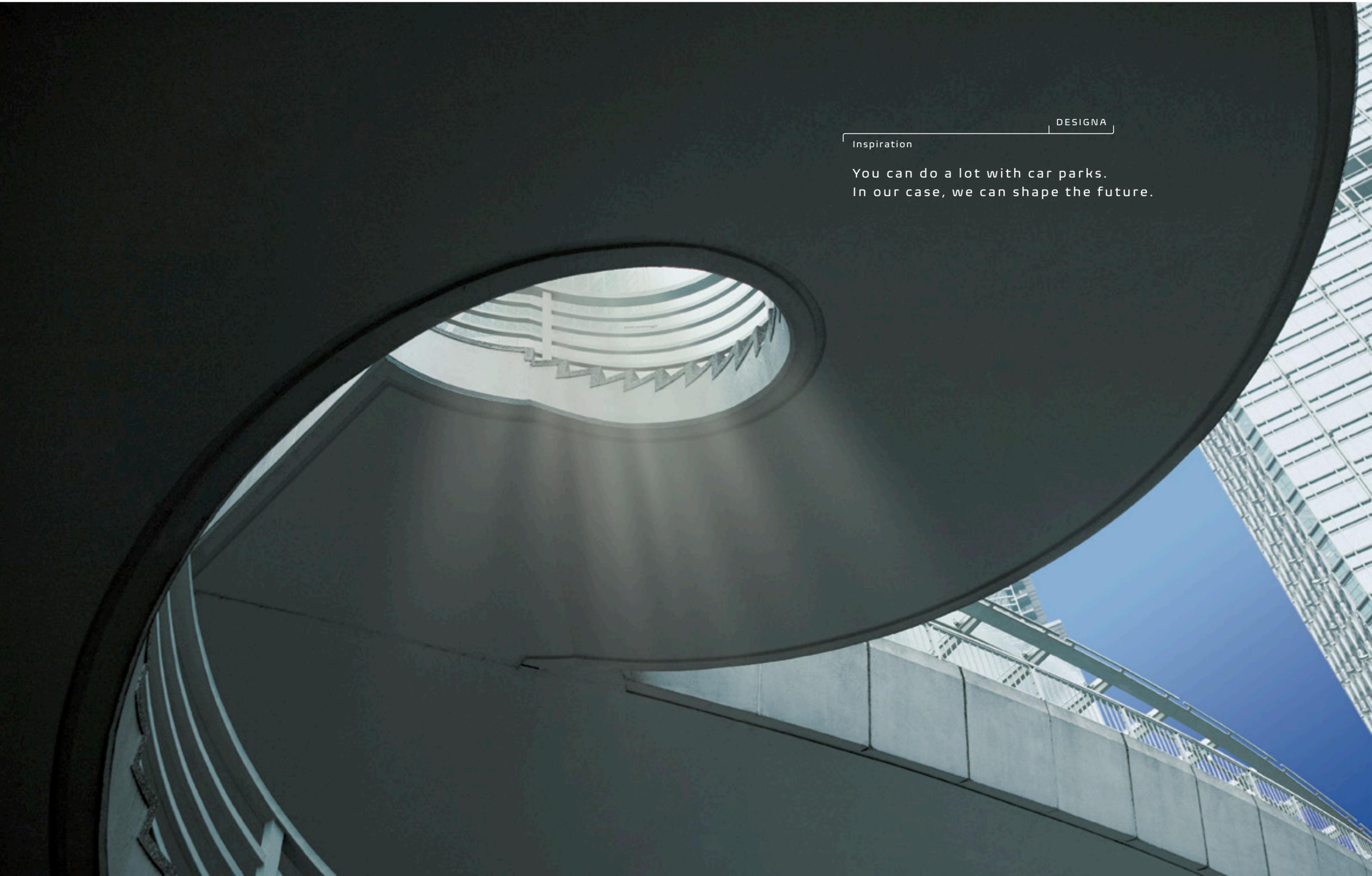
Thinking differently. Acting differently. Finding a different way to succeed. This is considerably more difficult to accomplish than simply going with the flow. For 65 years, a clear and visionary approach has been helping us to develop innovative products and services in parking management. More than 15,000 systems have been supplied to date – and that number goes up by two more every day. DESIGNA is one of the world's leading companies in fully-automated parking systems.

What stands out about DESIGNA is our ability to guarantee the consistency of the new with innovative solutions that go further. But how do we do it? After all, many companies, by directing all of their intellectual focus on the shallows of their own market, lose their way right at the point of generating ideas. If they look beyond the end of their noses, it is only as far as current competitors in their industry. For this reason, we believe that something else is essential – openness. Openness to every kind of trend and inspiration. Openness to solutions from the field of intermobility, which, when skilfully combined, result in something unique. But also openness to ideas that actually shouldn't be feasible. In our eyes, only those who are able to overcome seemingly insurmountable obstacles can achieve something that is truly innovative.

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Inspiration

You can do a lot with car parks.
In our case, we can shape the future.





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Inspiration

DESIGNA provides answers.

Ideas always come about if you alter your way of looking at things. And since the world, as everybody knows, is a village – both in technological and intellectual terms – due to the progressive development of networks, there are all kinds of ways of doing so.

Constantly looking at other sectors and other countries with all their exciting innovations and technologies is therefore a matter of course for us. We act like a sponge – everyday, soaking up the inspirational, letting it take effect for a while and then using it to drive the development of our ideas. But one thing must be clarified first. Who actually takes the lead when an idea suddenly comes to the table? The idea? Or the company? This is where those who know how to manage ideas professionally are sorted from those who only play at it. For DESIGNA, a comprehensive innovation process is an essential tool for tapping the full potential of our employees' ideas. This is the only way we can open up new avenues in parking management for our customers.



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Systems

Perfection can't be improved upon.
But it can be expanded. ABACUS.

For DESIGNA, constant questioning and scrutiny are both our passion and our responsibility. Only from this stimulus is it possible to create something truly significant, for example a parking management system that sets new standards – ABACUS.

From the very beginning, the needs of our customers were at the heart of ABACUS' development. The result is a system that sets new standards. Not only in terms of reliability and user-friendliness, but above all in view of the possibilities for integration and networking. The requirements of major regional and international networked projects were consistently met through the implementation of internationally recognised hardware and software standards, through the open and transparent interface design and not least through the system's almost unlimited scalability. Thanks to these features, ABACUS is also the ideal tool for medium-sized systems of between five and 25 terminals – with the option of being able to incorporate these into a larger network in future.

And our success speaks for itself. Thanks to its outstanding features, today ABACUS occupies a market-leading position in terms of technology. The BlueEdition family is a major part of this success because, thanks to the simplification of applications and the intelligent automation of business processes, it also guarantees a wealth of other options, such as customised pricing, smooth authorisation systems, flexible server management or perfectly integrated web and app services. Be it city-wide networking, airports, shopping centres or hotels and exhibition centres: ABACUS is the economical and above all future-proof solution that offers the best protection for your investment.

SLIMPARK – even the smallest car park deserves a great solution.

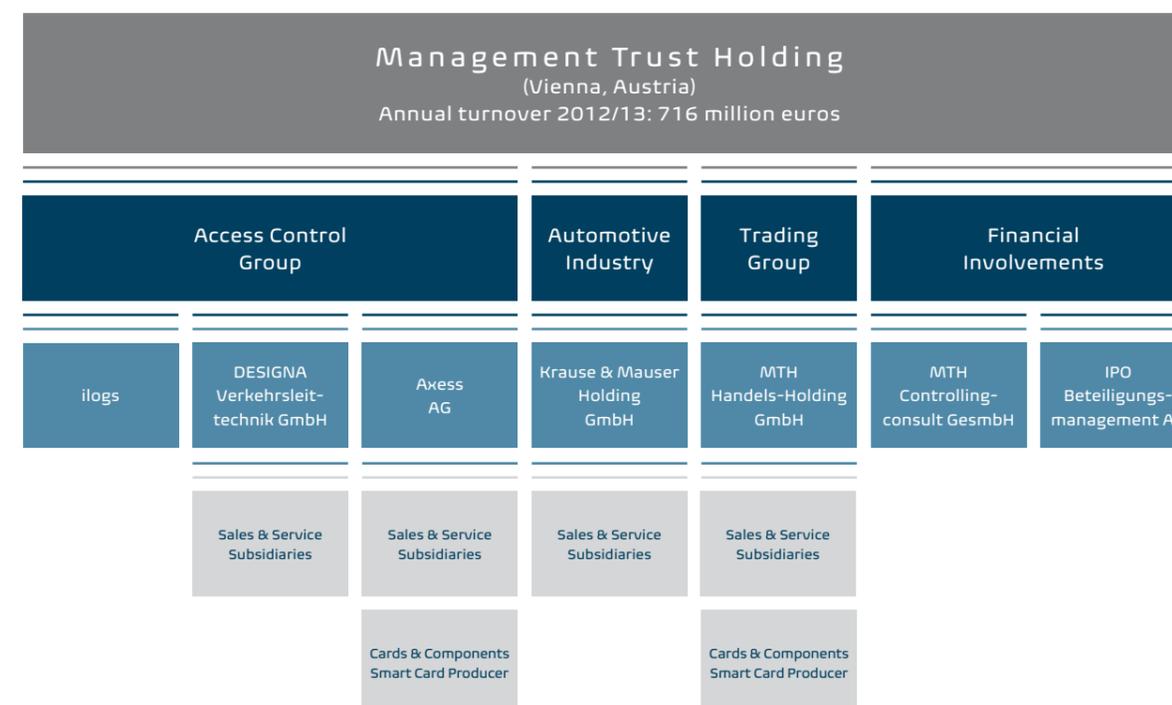
In practice, large parking garage complexes and smaller car parks differ not only in their size but also in a multitude of specific requirements. For this reason, we have bundled together DESIGNA's entire technological know-how and experience and developed a tailored solution for smaller parking facilities. The result is a unique, professional and economical parking system: SLIMPARK.

SLIMPARK is quickly and easily installed and at the same time is so efficient that it is able to fulfil all of the requirements placed on a complete parking system. SLIMPARK uses barcode technology, which is particularly suited to smaller car parks and is able to process both short term parker tickets and season parker cards. One especially practical feature is that SLIMPARK is limited to a minimum number of moving components, which considerably reduces the requirement for maintenance and spares, as well as the associated costs. On the other hand, SLIMPARK offers the maximum in userfriendliness – the slender system is, in spite of its versatility, extremely simple and intuitive to operate.





Overview MTH Holding



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References

The most ingenious way of thinking is innovative thinking.

Future viability accompanied by networking are the defining subjects of our industry. The question is not whether the future will come, but what shape it will take. A modern parking management company is therefore well-advised to obtain an overview of current progress, be it related to urban development or traffic technologies. But this is not the only area that deserves attention. Others include considering how the people of tomorrow will live. What values will be important for them? What does this tell us about the products and services that will be needed? These are just some of the questions that need to be answered if we are to develop an accurate picture of the future. Today, all of our findings from these areas are being incorporated into our new product solutions. So it's no surprise that DESIGNA parking management offers solutions that not only fulfil our customers' needs but exceed them, be they for hotels, airports, shopping centres or hospitals. Wherever intelligent parking management can achieve something effectively and provide genuine added value, that's where DESIGNA is at home. Many services, such as the option of being able to implement flexible tariff structures and easily controlling a wide variety of user groups, can only be put into practice by using an intelligent parking management system – from DESIGNA.

Facts and figures

Company name	DESIGNA Verkehrsleittechnik GmbH a company owned by Management Trust Holding AG, Vienna – Austria
Business objective	Development, production, installation and servicing of fully-automated parking management systems
Our customers	Airports, shopping centres, hospitals, car park operators, local authorities/councils, hotels/exhibition centres, car manufacturers
Management	Dr. Thomas Waibel (CEO) Stefan Ille (CTO) Stefan Koch (CSO)
Market entrance	1951
Market presence	in sixty countries with subsidiaries and partner agencies
Subsidiaries	DESIGNA SABAR, Beverly – Australia DESIGNA Verkehrsleittechnik GmbH, Vienna – Austria DESIGNA Parking & Aces s.r.o., Prague – Czech Republic DESIGNA France SAS, Cergy – France DESIGNA ASYTEC GmbH, Mainz – Germany DESIGNA Access KFT, Budapest – Hungary DESIGNA Italia S.R.L., Bolzano – Italy DESIGNA Ltd., Sunbury on Thames – United Kingdom DESIGNA Access Corp., Oak Brook/Illinois – USA
Number of employees	300



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