

Bullring Shopping Centre

Birmingham

History

In 2003 when Bullring was opened, APT Skidata's APT 450 parking system was deployed in all car parks, covering a total of 21 entry and exit lanes, with payment facilitated through 22 pay-on-foot stations.

APT Skidata was originally chosen to partner the Bullring through its association with Hammerson PLC - one of three companies making up The Birmingham Alliance responsible for Bullring's development. APT Skidata had worked with Hammerson at other major shopping centres including The Oracle in Reading, The Shires in Leicester and WestQuay in Southampton.



Bullring has three car parks—the Centre car park, Selfridges Moor Street and the Debenhams Edgbaston Street car park.

Client Requirements

For 8 years vehicles had passed successfully through the APT Skidata barriers. However, with advances in IT and network infrastructure, Bullring were able to present excellent grounds for a system upgrade.

APT Solution

In a project lasting three months a new structured secure Ethernet network was installed, offering improved network management, allowing for future system upgrades. All 22 pay stations were replaced with a combination of APT Skidata's Power.Cash and Credit.Cash stations with Chip and PIN payment fulfilment.

A new communications system was also installed with a new digital voice over IP (VoIP) intercom from APT Skidata's partners Commend UK. Help points with built-in loudspeakers & microphones were replaced at pay stations, barriers and other key locations within the car parks. The advance intercom technology allows Bullring to now monitor ambient noise levels and automatically adjusts microphone signals to suppress background noise. This now provides enhanced clarity so that both the shopper and the operator can hear one another clearly.

The new parking system operates on APT Skidata's latest Parking.Logic V1.4 software - a new powerful Window-based system.

The system caters for all types of users with multi-media ticket processing using barcodes, ISO magnetic and RFID (Radio Frequency Identification). This provides Bullrings management team with maximum flexibility for validations, season ticket parker controls and third party loyalty card integrations for current and future requirements.

Bullring is delighted with the results of the upgrade, having seen reduced queues at peak times thanks to the speed of cashless payment handling. Bullring shoppers have commented themselves on the improved parking environment.



For up-to-date information visit our website;
www.apcontrols-group.co.uk

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