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DESIGNA TICKER // JANUARY 2014

Dear Customers and Associates,

We hope that you had an enjoyable New Year and wish you and your families a healthy and successful 2014.

Work on current and upcoming projects is already moving at full speed here. For example, the installation work on the new DESIGNA parking management system at Frankfurt Airport is going as well as it possibly can, and it will soon be time to "check in" there with DESIGNA.

Once again this year, DESIGNA will be attending numerous trade exhibitions worldwide so that we can introduce you to our latest developments. The next highlight will be Intertraffic, from 25-28 March in Amsterdam. One thing that we will be packing to take to the exhibitions is our cloud plus service – ASP – which has now been running successfully for over 5 years.

In the meantime, over 200 car parks with a total of 64,000 parking spaces and more than 1,000 terminals are being run over the Internet from a highly secure data processing centre in Germany. A service that has triggered veritable storms of enthusiasm among our customers, especially at peak times such as during the festive period. This is because with ASP they can count on guaranteed reliability and availability, and thus secure revenue streams.

You can read about other exciting pieces of news in this edition of our newsletter.

The DESIGNA TEAM

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01 WORKSHOP**The latest in theory and practice: the international DESIGNA workshop**

Over 50 participants from all over Europe came together in Metzingen for four days at the end of September to find out about the latest software and support trends and products.

ASP and SEPA, LPR (license plate recognition) and e-commerce were just some of the red hot topics that were the focal point of our presentations and workshops.

The event started with a joint visit to Frankfurt Airport, where the participants were able to take a glimpse behind the scenes of this current major DESIGNA project. It was interesting not only to learn about the challenges and excellent progress being made on the project, but also to see the brand new equipment and high-tech control centre in situ.

To ensure that the social side of the event wasn't neglected, at the end of the programme there was a visit to the Oktoberfest in Munich. Fascinating insights, effective results and a great atmosphere summed up this unusual and innovative event format.

For DESIGNA, this was all the encouragement and incentive needed to continue the workshop again this year. We will let you know about the dates in plenty of time; in all probability it will take place shortly before Intertraffic. We will also keep you informed in this connection about the venue and programme.

[TOP](#)**02 JOB FAIR****DESIGNA as an attractive employment brand: successful appearance at recruitment exhibitions**

In the search for suitable up-and-coming talent, in recent weeks DESIGNA has successfully presented itself at a number of different job fairs in the Kiel area.

Attendances were enormous, and interest was extraordinarily great. Right at the top of the list of sought-after specialists were engineers and IT specialists for the sales, support and development departments.

In addition to professional qualities, DESIGNA places a great deal of importance on personality and team skills. After all, it is only with outstanding team players that DESIGNA will be able to maintain and extend its market edge both domestically and internationally. We support our employees in this process with flat hierarchies, flexible working hours and generous decision-making latitude.

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03 INTRODUCTION

A glimpse at the team: a Schleswig-Holsteiner through and through



"First and foremost it was the innovative strength of the company and its proximity to my home that convinced me to take the job with DESIGNA!" says Schleswig-Holstein born Ulrich Thessmann.

After completing a vocational high school diploma, this Schleswig-Holstein local completed a degree in industrial engineering and has now been an integral part of the DESIGNA team in the product management department for over two years.

Scarcely having got his feet under the table, he was quickly handed the project management role for the new ONE pay station, which was introduced on 1 May 2013 to great success. But it is exactly this kind of challenge and "learning by doing" that appeals to Ulrich Thessmann. As he says, "No two days are alike! There is always something new to discover and the harmony within the company is great!"

Away from work, Ulrich Thessmann is a keen participant in endurance sports and loves keeping fit. He also finds that long walks in the countryside and along the coast with his partner are the best way to relax after a hard day at work. "Put simply, I enjoy being outdoors, and the region has so much to offer!"

DESIGNA is delighted to have such a dedicated young staff member among its ranks.

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04 ANNIVERSARIES

Congratulations: Big anniversaries seldom come on their own



In times of frequent change, something that is not altogether commonplace at DESIGNA but also not so very unusual: a long period of service with the company.

We are currently celebrating the following anniversary and would like to thank for his long-term dedication to the success of our customers and company :

Stefan Daniel: 20 years

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