

# 3000 Pay & Display Machines for the Emirates

A success story that began at the Intertraffic. We talked to the company's owner, Dr. Wolfgang Baumann.

Nobody is surprised when a successful manufacturer of vending machine systems for controlling parking spaces can point to references from numerous towns and cities such as Bochum, Erlangen, Weiden, Herne and Troisdorf, to name just a few. But to become the market leader in the world's current boom region, the Arab Emirates, it is necessary to satisfy extremely demanding customers in one of the most unforgiving climatic regions on Earth. This is the success story of the Dr. Baumann corporate group and its model 1211, the Dubai car park ticket machine. In the wake of fruitful initial discussions at the Intertraffic trade show, the first 400 machines were shipped to Dubai in 2002. This number has meanwhile risen to 3000. The "desert-proof" successor model 1212 is now ready, and is on display at the Intertraffic (hall 3, booth no. 312) together with the newly developed 1255/TS.

*P-Zeitung:* Dr. Baumann, Automatentechnik Baumann Pay & Display Machines are in operation world-wide, in particular in the desert state of Dubai. How did you break into the market in this region?

**Dr. Baumann:** We have many years' experience of developing, producing and marketing Pay & Display Machines. In addition to the technology, this also primarily applies to the design aspect. Our first contact with Dubai was at the Intertraffic 1996 in Amsterdam. Since then, we have been working extremely successfully for the city of Dubai together with our partner, Energy International, and their vice-president, Aspi Kapadia.



*P-Zeitung:* How did you manage to win the order to install your Pay & Display Machines in Dubai?

**Dr. Baumann:** Not only is our company extremely flexible, but our other distinguishing characteristics are quality and the high level of our technical expertise. We don't produce off-the-shelf machines, but always endeavor to realize the design wishes of our demanding customers to the full, as well as the technical specifications. In addition to the quality and individual design, the service-friendly nature and modular design of our machines were the decisive factors for the city of Dubai.



We are in the position of being able to take the customer's individual requirements into consideration, and then developing a tailor-made vending machine on that basis. Specifically, this means that we were able to satisfy the tough demands which arose due to the climatic conditions that prevail in Dubai, as I am sure you can imagine.

*P-Zeitung:* Very interesting. How many of your Pay & Display Machines were subsequently delivered to Dubai?

**Dr. Baumann:** To date, we have installed well over 3000 machines throughout the United Arab Emirates, 1600 of these in Dubai alone. Last year, a new generation of machines was developed specially for Dubai. 130 of these have already been installed, and they will be followed by another 500 over the next few months.



Dr. Wolfgang Baumann

A special feature of these machines is the new "Taxi Call" function.

*P-Zeitung:* You mentioned the individual aspect with regard to the technical specifications and design. What about the long-term reliability and quality of these machines?

**Dr. Baumann:** You have just put your finger on something we are particularly proud of. The proven failure rate of our machines is less than 0.01 %. Our Pay & Display Machines are exhaustively tested by an independent laboratory before they are delivered. Among other things, they have to pass dust tests, heat tests and vibration tests. At this point, I would also like to emphasize that at the beginning of the planning stage, the city of Dubai subjected not just our products, but also ticket machines from well-known competitors, to critical long-term tests, whereby our Type 1211 machine achieved the best results by

far. And that is the very reason why we have since then been able to call ourselves the market leader in the on-street parking sector in this region. Mr. Mahdi Ali, the director of the city of Dubai's Car Parking Department, frequently visits our company to repeatedly and personally satisfy himself that the high quality standards are being adhered to.

*P-Zeitung:* In what other areas does your company operate?

**Dr. Baumann:** Besides the focal field of parking, we are primarily involved in the urban public transport and post sectors. We supply urban public transport authorities with ticket canceling machines and mobile ticket centers. For the international postal sector, we manufacture franking machines and postage stamp dispensing systems. And last, but not least, we are the main supplier of locker and safe systems to the German post office.



1255/TS, new at the Intertraffic trade show

*P-Zeitung:* You are acknowledged far and wide outside of your industry as being a successful entrepreneur who has established a corporate group over the past few years.

**Dr. Baumann:** The first point may be true, the second one certainly is. Over the past several years, I have built up a corporation with more than 500 employees and 8 manufacturing plants. In addition to vending machine systems, our main operational fields cover metal processing, plant and machine engineering, as well as platform systems. Our experience in these fields in particular inevitably result in major synergy effects for our vending machine technology, for instance in the development and construction of stainless steel casings, as well as where control systems and electronics are concerned.

*P-Zeitung:* Thank you very much for talking to us, and we wish you success with future projects, both in Dubai and elsewhere.



Baumann company headquarters in Luhe-Wildenau