

FIERA BERGAMO: UP TO 6,500 VEHICLES PER EVENT WITH THE NEW CAME PARKING ACCESS MANAGEMENT SYSTEM

The system, developed by the Italian company CAME, manages the exhibition and convention center's parking lot, which has a total of 2,800 parking spaces, 4 entrances and 3 exits, allowing users to quickly pay without the need for cash

During events at Fiera Bergamo, a multipurpose center managed by Promoberg designed to host trade shows and large events of all kinds, as well as conference activities, an average of 6,500 cars pass through the parking lot across from the complex per event. This is possible thanks to the new entrance and exit management system from CAME, a Made in Italy company that is a world leader in integrated solutions designed for the automation, control, and security of residential, public, and business environments. The construction of the automated system benefited from a significant regional contribution, the result of Promoberg's participation in the invitation to tender put forth by the Lombardy Region for the revitalization of Lombard exhibition centers.

The parking lot was originally managed manually by operators and had no automated entry and parking management system. The goal of the work was to equip the facility with an automated parking area, including 2,800 parking spaces to ensure greater efficiency and speed in the management of vehicle entry and exit during exhibition events.

Thanks to CAME's PKE system, fast, digital payment is now possible both at exit gates equipped with a TELEPASS system, license plate reader, QR code reader for the entrance ticket, RFID proximity reader, and credit/debit card (POS) reader with NFC, as well as at automated pay stations (which can give change in both coins and bills), for a fast, smooth, cashless, and contactless payment experience in every situation.

"The challenges in today's mobility market include technology integration, interoperability, and the ability to interface with an ever-evolving digital ecosystem", comments Paolo Marini, General Manager of CAME Italia. "All these requirements are also seen within the Fiera Bergamo parking lot, which needed to become more automated, connected, and able to meet the high-flow requirements of an exhibition center and of motorists increasingly looking for fast, smart, cashless payment methods. We brought all the experience of CAME Italia's Progetto Spazi team to the table, supporting the project from the design phase to the execution phase."

Finally, for greater efficiency in managing entry and exit flows, the parking lot has been equipped at the seven access gates (4 entry and 3 exit) with as many GARD PX brushless fast automatic barriers. These are ideal in contexts such as exhibition centers, where there is a need to quickly manage large flows of vehicles in short periods of time, such as early in the morning when an event opens or in the afternoon when it closes and all visitors and operators leave for the day.

CAME

CAME is a leading global brand for high-quality technological solutions and products for automations, smart homes, access control and security and parking systems that can improve the lives of the people who use them and the work of professionals.

With more than 50 years of history behind it, and even longer experience thanks to the companies that now belong to it, the Group founded by Paolo Menuzzo, now President of the holding company, is headquartered in Dosson di Casier, in the province of Treviso, and owns 10 manufacturing sites in Italy, France, Spain, UK, Turkey, and Brazil. Andrea Menuzzo, son of the founder, is the Chairman and CEO of CAME S.p.A. The company has over 2200 employees, serves the market with more than 25 branches and 40 warehouses around the world, and operates in over 110 countries worldwide through partners and distributors with an integrated and global vision. In 2023, it generated a turnover of €309 million.

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