



# Born to ExCeL



*ExCeL London, the international  
Exhibition and Conference Centre  
upgrades its parking by moving to Zeag*

Professional  
Parking  
Solutions

**ExCeL London is one of the UK's top exhibition centres and is set to be a major centre for the London Olympics. Following a takeover by Abu Dhabi National Exhibitions Centre (ADNEC) in 2008, the venue is being used as a blueprint for a network of top centres worldwide. So where better to start than with a major upgrade of the parking facilities in conjunction with Zeag?**



"We gave them a ridiculous deadline" explained Traffic and Parking Department Manager Izzy Hussain, "with less than a month from placing the order to needing the system up and running for the London Boat Show. We had people on standby to take money manually but we didn't need them".



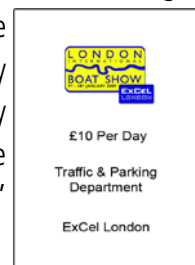
ExCeL has over 4,000 parking spaces including a Park and Ride facility and a multi-storey. These were covered by another brand of Pay on Foot and Zeag-Electronic Pay and Display. Izzy was overjoyed by the change in moving to Zeag Orion<sup>XR</sup>: "These machines look great, work well and customers love them. We have fewer queues at entry, at exit and at the payment machines. Payment takes a lot less time."



**Izzy Hussain** – Traffic & Parking Department  
Manager at ExCeL London

Izzy continued: "Some machines are hard to understand but with Zeag machines everything is obvious and logical. We put advisors by the machines to help customers use them. They weren't needed so we asked them to survey customers – nearly all said they found them quick and self-explanatory."

Some features were particularly helpful. "We have a standard price but occasionally rates need to be changed. With Orion<sup>XR</sup> the display panel on the front of the Paystation makes it easy to change the tariff, even on a daily basis, without expensive signage or stuck on bits of paper. Useful."



CASE STUDY

**Release Date: For Immediate Release**  
**For more information please contact Peter Johnston**  
T: 020 8545 8931 | E: peter.johnston@zeaguk.com | M: 07989 53 63 86

Zeag UK Ltd  
17 Deer Park Road  
London  
SW19 3XJ  
T: 020 8543 3281  
F: 020 8543 5344  
E: sales@zeaguk.com  
W: www.zeaguk.com

Business Superbrand 2008

Best Venue Support 2008

Green Venue of the Year 2008

Best UK Venue Committed to Sustainability

Exhibition Venue of the Year 2007

Best Event Team 2007

Outstanding Achievement 2007

EXCEL

Best Event Venue 2007

Olympic Venue London 2012

Business Superbrand 2009

Business Venue of the Year  
Visit London Awards 2008

Best Event Venue (500+ delegates) -  
Eventia Awards 2008

Best Event Demonstrating CSR -  
Eventia Awards 2008



Professional  
Parking  
Solutions



ExCeL is a very busy exhibition & conference centre

Installation was another area where Zeag impressed. "Facing a ridiculous target, everyone at Zeag worked really hard to make sure everything happened on time. No empty promises – they met all the deadlines and were really on the ball. I found a fault at 8:30 in



the evening and rang the area manager – he was there in 20 minutes and worked on until midnight to solve the problem. Zeag really delivered and they have followed up with a person on site throughout the Boat Show, just to take care of any problems. Honestly there was nothing they could have done differently to improve matters."

So what of the future? "With modern parking prices, you cannot expect people to feed machines with lots of pound coins. People want to use credit cards and notes. Thus we are looking at Orion<sup>XR</sup>, even where the parking is Pay and Display. Expect to see more Zeag machines at ExCeL!"

David Jones, Chief Sales Officer for the Zeag Group commented: "We've known for some time that our machines were quicker and easier to use than the competition. We've also worked on making installation quick and hassle-free, to keep our promises even on very short turnarounds. For a customer of the quality and importance of ExCeL to recognise this is important and spurs us on to achieve further widening of the gap between us and our competitors in future".

**Zeag** is the world's leading specialist in Parking Control and Revenue Systems, with over 4,500 installations across 5 continents and 50+ years of experience in producing robust, flexible and easily maintained parking solutions. Zeag leads the way in parking innovation across the Leisure, Government, Retail, Health, Hotel, Education, Transport, and Commercial sectors, supplying integrated parking solutions including barriers, access control, ANPR, CCTV, variable signage and revenue control systems.

**Release Date: For Immediate Release**  
**For more information please contact Peter Johnston**

T: 020 8545 8900 | E: peter.johnston@zeaguk.com | M: 07989 53 63 86

Zeag UK Ltd  
17 Deer Park Road  
London  
SW19 3XJ

T: 020 8543 3281  
F: 020 8543 5344  
E: sales@zeaguk.com  
W: www.zeaguk.com

CASE STUDY