



## Introduction to GoMedia & AirGuide



# We have live services on multiple Operators worldwide

- GoMedia has live services on clients in the UK, Europe, USA, Canada, Australia and Japan.
- We focus only on the transport industry and deliver solutions that meet the challenges of this unique environment.
- Our solutions inherently become the on board digital hub for passengers.



## AirGuide has live Content & Advertising services worldwide

- AirGuide has live content and advertising services on clients in the USA, Canada, Europe, and Middle East.
- We focus only on the transport and travel industry, airlines, airports, rail, cruise, and travel websites.
- We deliver solutions for a seamless passenger experience.
- Reaching over 200 million travelers.



# GoMedia & AirGuide Solutions

We deliver On Board solutions that:

- Is accessible without an App.
- Works even there is no external connectivity available (offline Digital Rights Management).
- All served on any server with any On Board hardware.
- Offers a fantastic entertainment experience and much more. – the 'On Board hub'.
- Multilingual.
- Fully managed or co managed.
- Content security approved by all Major Studios.



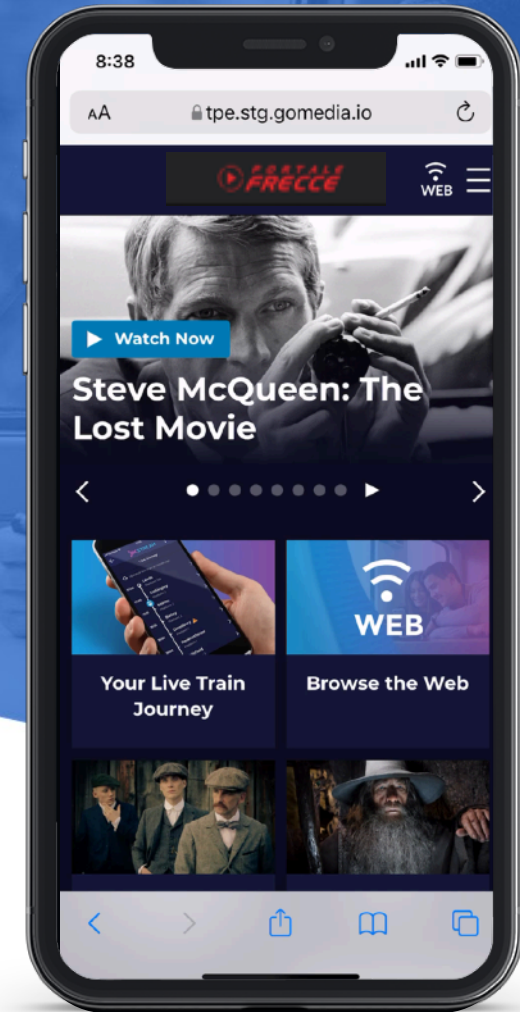


# Case study **FRECCIAROSSA**

Trenitalia's Frecciarossa is a full Entertainment and Real time passenger solution.

Features:

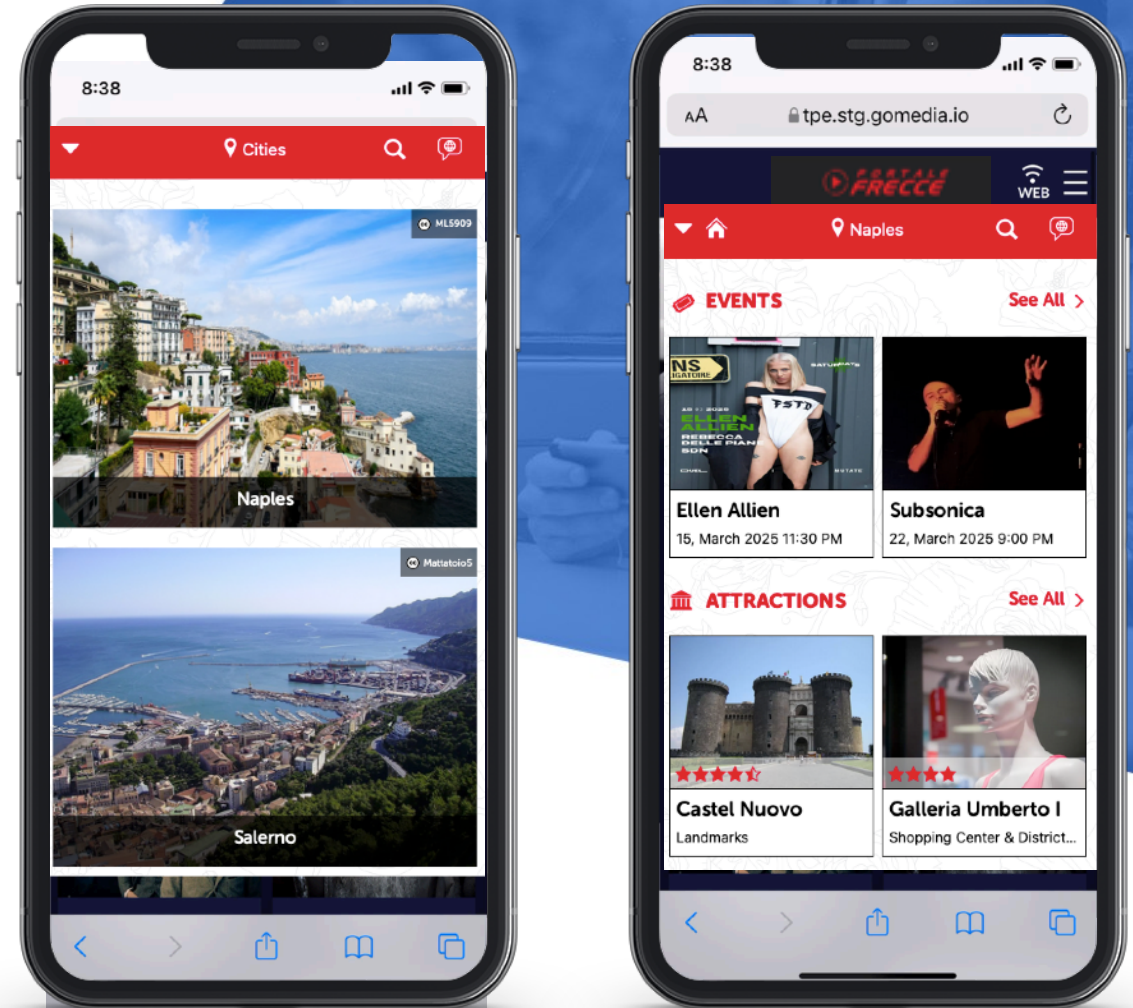
- Includes a rich catalogue of premium content.
- Films, TV, AirGuide Destination guides and more.
- Full Real time PIS with Onward journey functionality.
- Features portal pop up messaging for passenger
- Feedback integrated to the portal.
- Plus Share My Train to send loved ones live updating information on train schedule.
- Live on 270 trains in Italy.



# Case study **FRECCIAROSSA**

## Trenitalia's Frecciarossa Destination & Event Guide Features:

- Country overview, history, practical info, currency, tel. codes, etc.
- Destination city overview, history, travel tips and advice.
- Tourist attractions, culture, museums overview, POIs.
- Transportation overview, including taxi, bus, rail, car rental.
- Shopping, Bank & ATM overview, POIs.
- Cafe & Bars, Restaurants overview, POIs.
- Hotels and resorts, spas overview, POIs.
- Nightlife and entertainment overview, POIs.
- City Events and concerts, venues overview, POIs.



# An Onboard Digital Hub - More than Entertainment

## Revenue



Download  
Ticketing app on  
board train

Destination Travel

Business travel  
GoPresent  
team working

At Seat Ordering

## Priority Boarding

Your 11:42 train to  
Birmingham New Street is  
ready on PLATFORM 2.

You're in coach 4 seat 35.  
Please have your tickets to  
hand.

To opt out text WMRSTOP  
to [83045](tel:83045)

Priority boarding  
messaging

Delays and  
cancellation  
information

## Accessibility



Hearing impaired  
notifications  
automated/

Train driver  
announcements  
(Hearing loop  
replacement)

Bidi code  
Visually Impaired  
Station/Train

## Data insights



On board survey/  
feedback

RTi info applied to  
user journeys

Insights, train,  
route, social media,  
surveys

Sentiment analysis

Central dashboard

Report directly to  
TOC systems

## RTI On board



PPIS (RTi)

Share my train live  
journey

Report to police

Help & assistance

Delay/repay

Onward travel Bus/  
Taxi

Fault reporting

## TOC messaging



COVID safety  
messaging

Reassure  
passengers in rail  
travel

Pre rolls

Video content

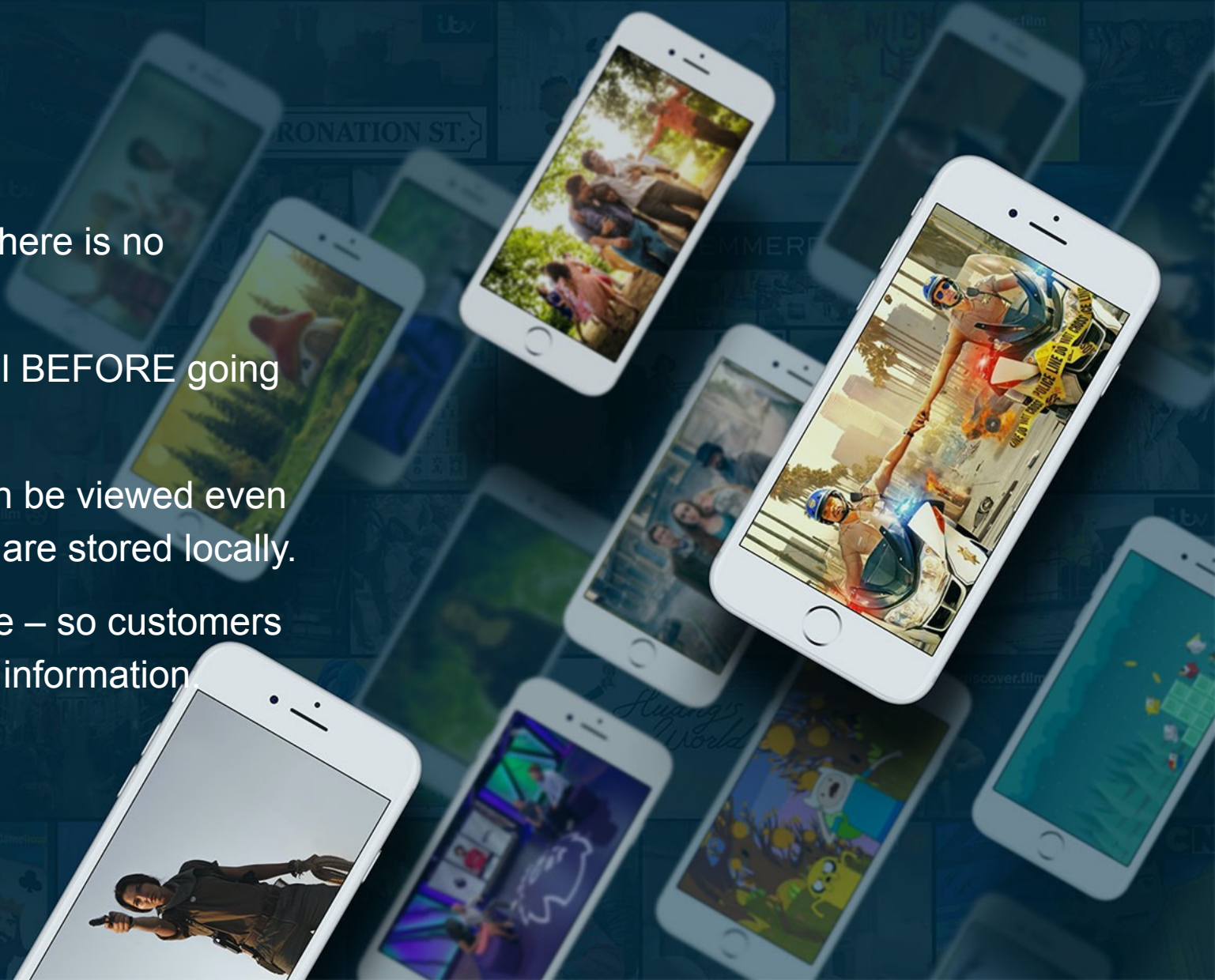
Pop up messaging 4



# Our on board solutions work offline

Our solution works even in times where there is no connectivity to the vehicle.

- Content First – customers hit the portal BEFORE going to the internet.
- Transport DRM - premium content can be viewed even in period of no connectivity – as 'keys' are stored locally.
- PIS information is stored on the vehicle – so customers can ALWAYS get the latest passenger information.

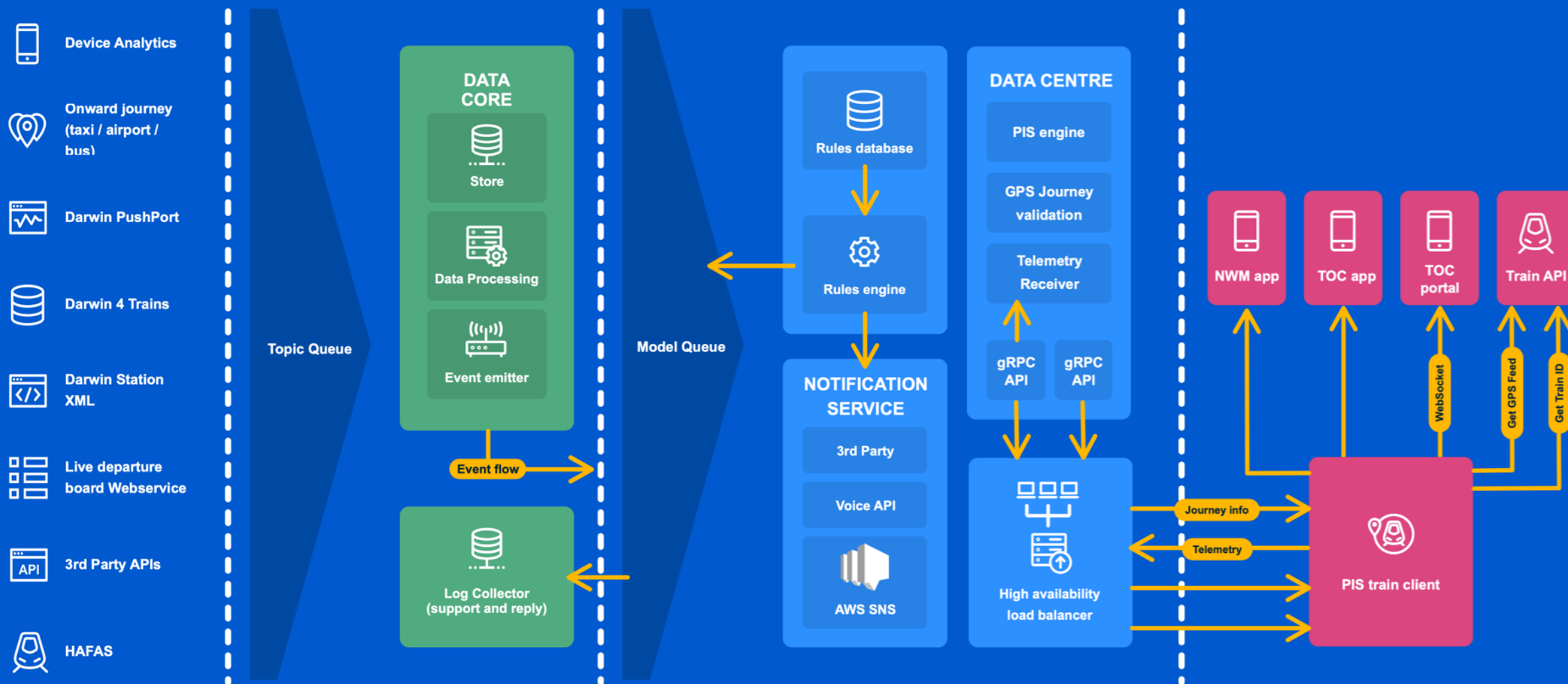




# Personal Passenger Information



# GoMedia & AirGuide's Cloud PPIS platform



# Live journey & Live map

We are able to integrate a sophisticated Personalised Passenger Information Solution into the On-Board portal.

Taking feeds directly from the Operator, we can identify the specific vehicle and the service it is running and download the latest Passenger Information in near real time.

Passengers are able to see details about their specific journey, and details if there are any delays.

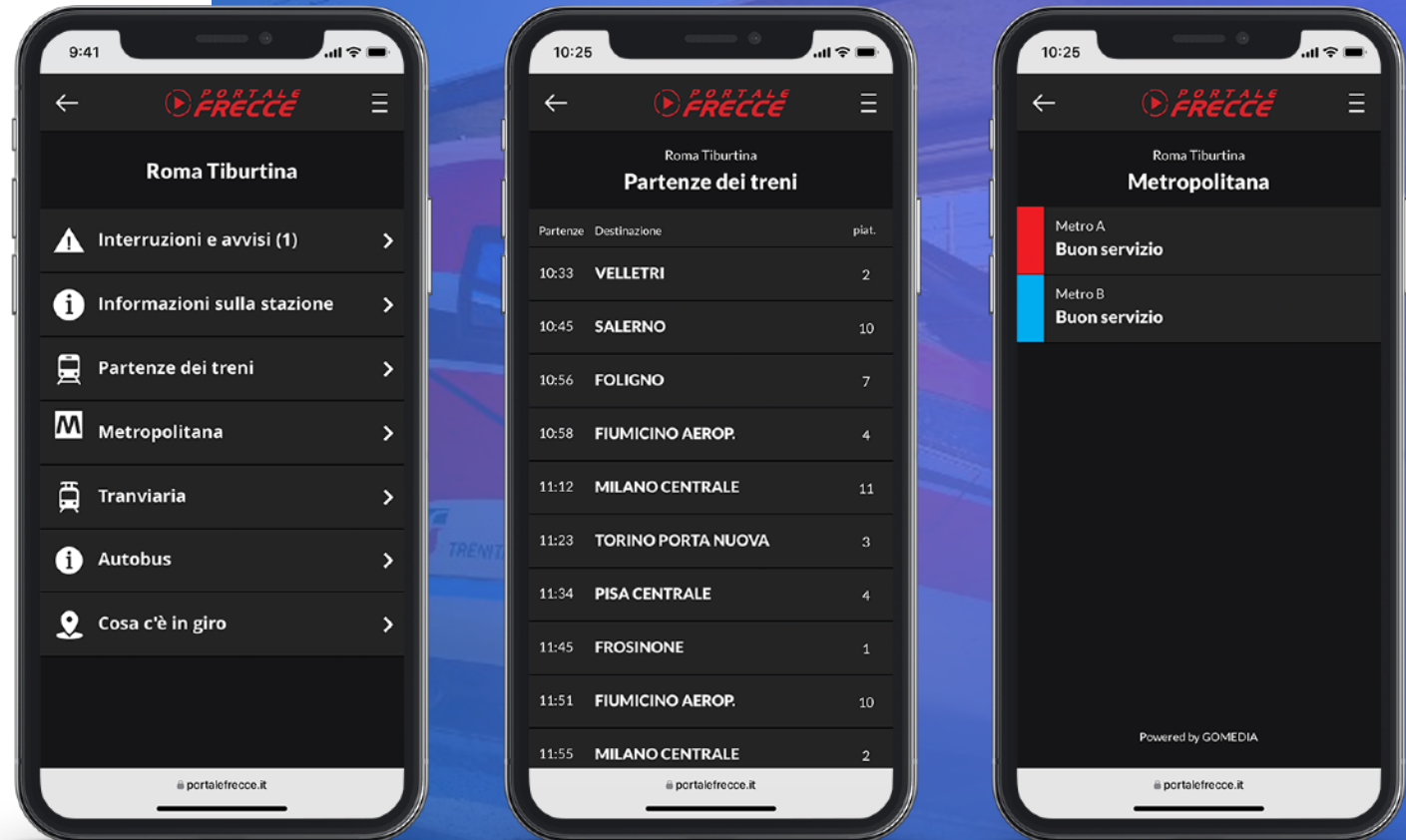


# Onward journey

Users can access the onward journey section by clicking any station on the Live Journey screen.

A list of available information is presented to users (e.g. Train departures, metro status, Station info, etc...).

For airport trains, we can also show airport arrivals and departures, again updated in near real time.





# Survey and Insight

Take the pulse of passengers whilst travelling:

- Segment results by:
- Train set
- Service
- Time
- Day
- Location
- Information can be fed via API.



# Customer Messaging

- ✓ We have developed a full customer messaging engine with an attached rules engine.
- ✓ This allows us to send personalized messages to customers about their journey based on a series of automated rules.
- ✓ We currently have solutions that give:
- ✓ Pre Board and Priority Board solutions
- ✓ First Class Upgrades at station
- ✓ Delay and Cancellation messaging.

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# Screenshare

- Passenger focussed applications are required more than ever to bring passengers back to public transport. Business travelers need to be productive on their journeys.
- We are introducing on board conferencing to enable onboard communication and presentations without the need for off train connectivity:
- Share screen, application and browser tab
- NO App required, web based solution
- Uses existing on train hardware
- Works completely offline
- Share voice, audio and video
- Secure solution
- Increase productivity



A man in a suit is seated in a train car, looking down at a smartphone. He is wearing earbuds. The scene is overlaid with a solid blue color. The text 'HEAR' is centered in the upper half of the image.

# HEAR

Hearing Enhanced Audio Relay



# Hearing Loop Alternative

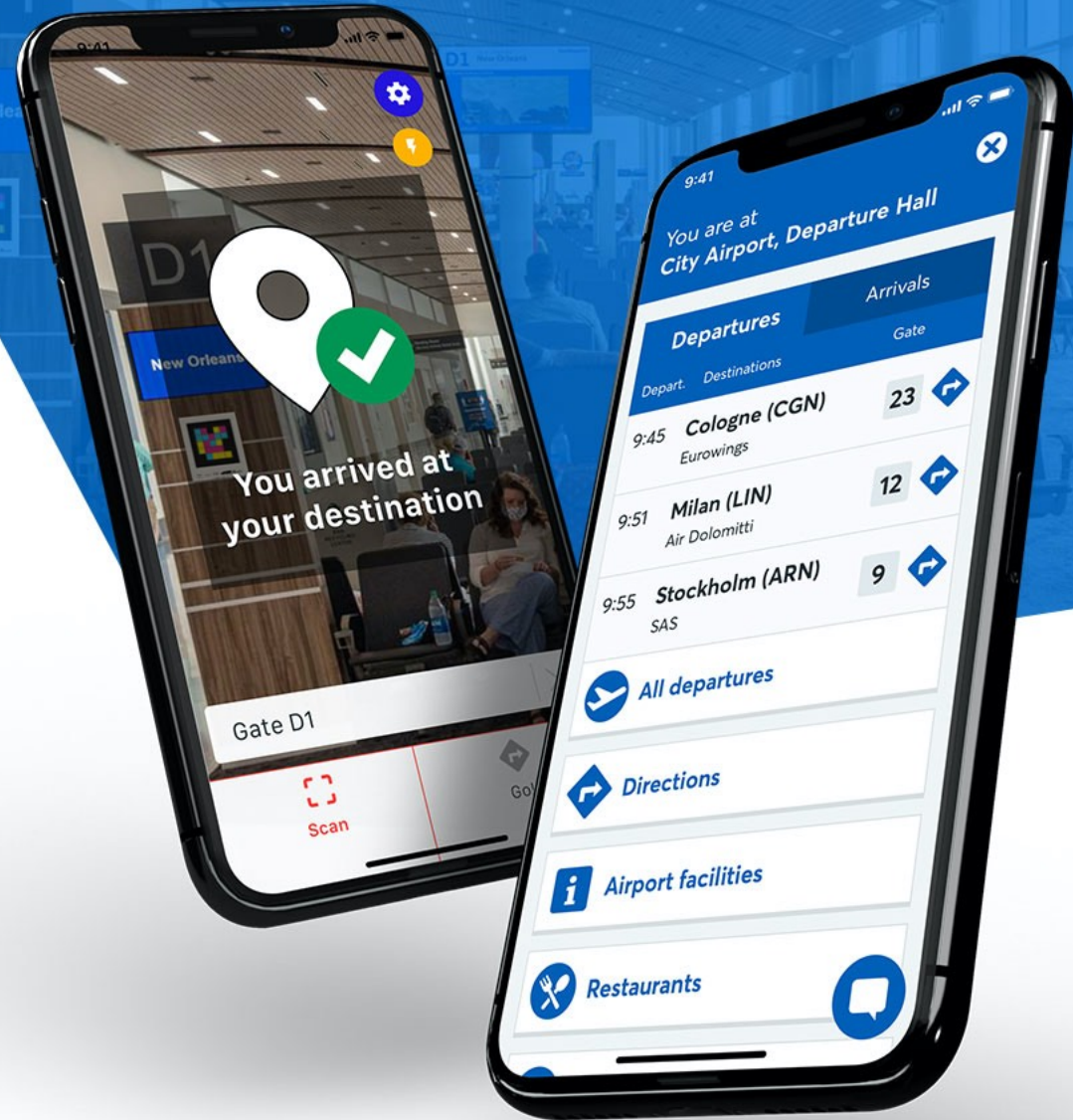
- **Equality acts** makes it an obligation to make services accessible to every passenger
- Implementing a Hearing Loop system on the full train is expensive
- 37.5 million Americans have trouble hearing
- 14 Million people in the UK are deaf or have trouble hearing
- More than 60% of passengers with accessibility needs, struggle to make their journey independent



# What will we deliver?

- RNIB\* approved Solution
- Navilens Certified Solution
- Affordable future proof solution
- No / low physical maintenance
- Navigation guidance
- Integration with data feeds
- Installation guidance
- Multi-lingual
- Simple, branded, user experience
- Part of an ecosystem
- Real-Time Passenger Information
- Quality control and installation guidance

*\*RNIB = Royal National Institute of Blind People*



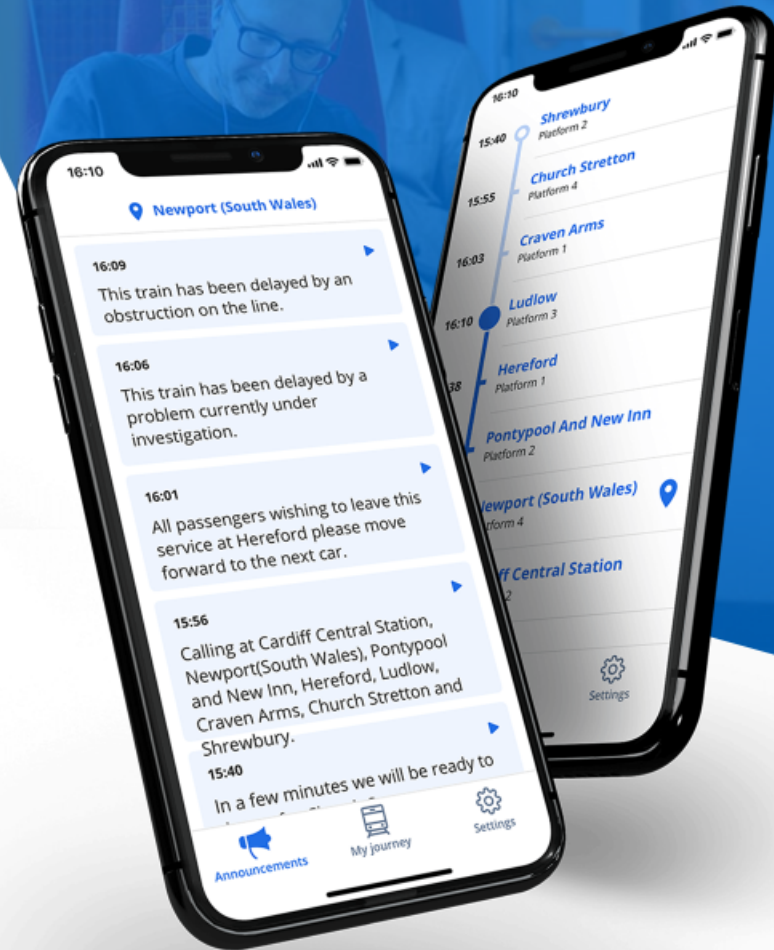
**R N I B**



# Digitising audio announcements for all

- Use existing on board or station Wi-Fi
- No additional hardware needed
- Standalone or Integrated into operators App
- Automatic announcements
- Works through the whole train
- Successful trial conducted with Transport for Wales.
- Available in multiple languages
- Helps tourists, people who don't speak the country's primary language, and 'headphone warriors' who don't hear the onboard announcements.
- Helps operators who don't want to or can't upgrade expensive PA systems

In collaboration with:



## Some of the results

**We have proven the technical solution works.**

**Results on the right are provided by a survey done by Hearing Link and Hearing Dogs with 58 people with hearing impairment.**

**60%**

Are a bit confident to have the right information before their journey

**7%**

Are somewhat confident that they will be made aware of changes and disruptions during their journey

**16%**

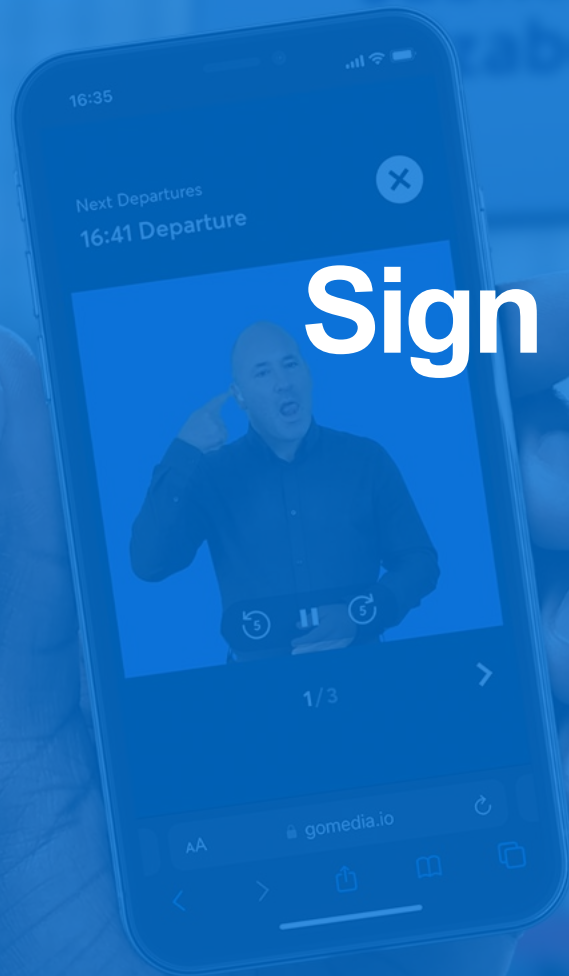
Think they are treated equally compared to people without hearing loss

**96%**

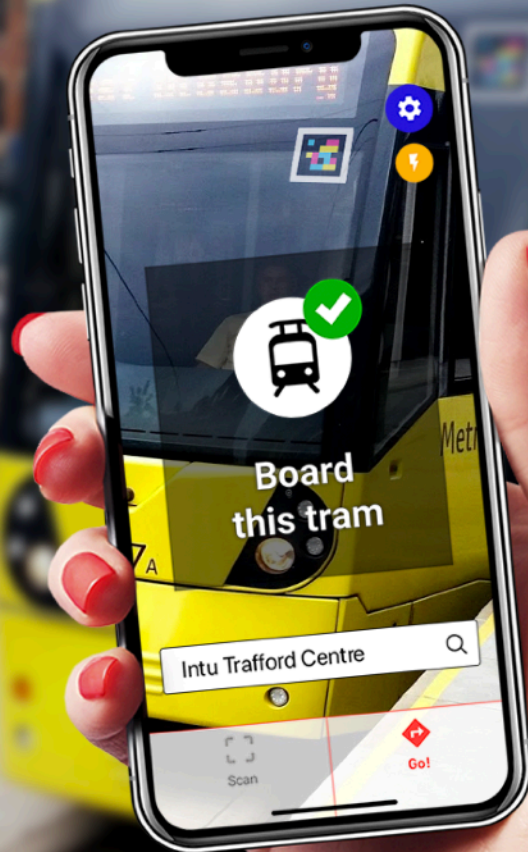
Would love to have a solution like this on their public transport



# Sign language officially supported



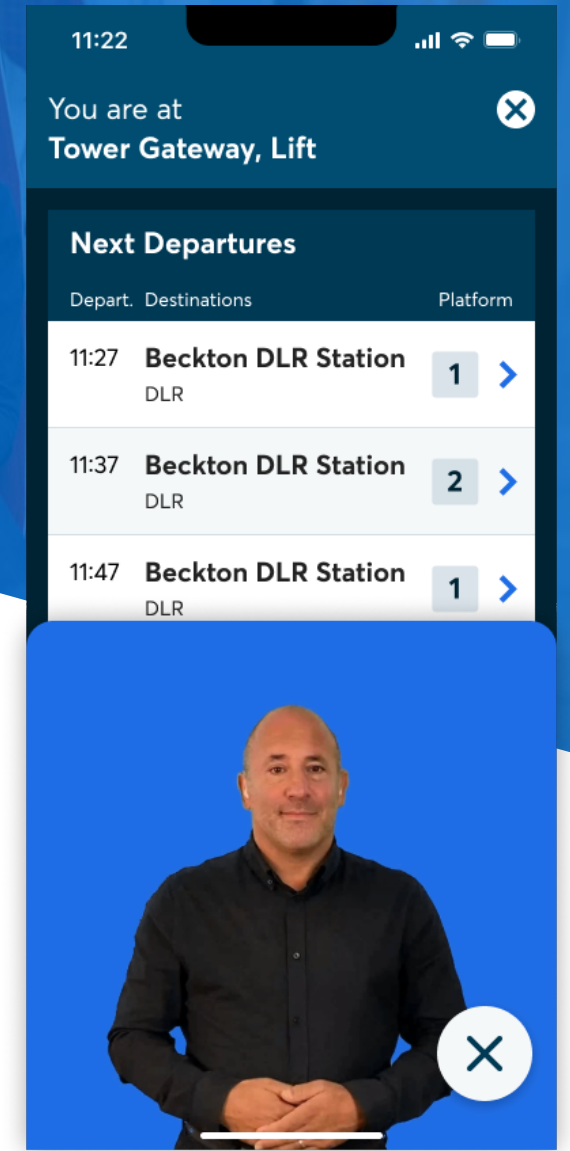
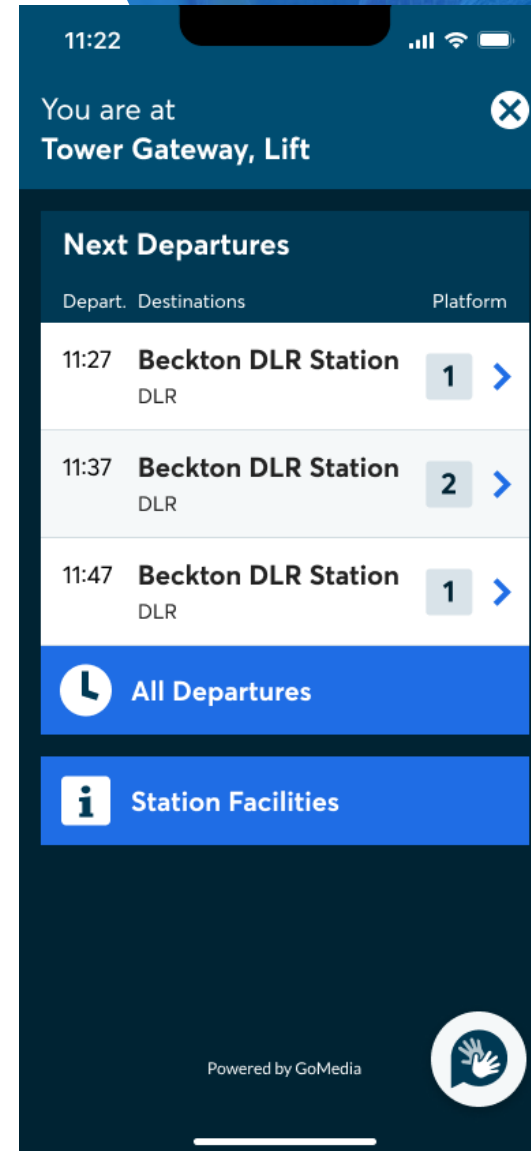
# Visor- Real-time Navigation



- **12 million** people 40 years and over in the USA have vision impairment.
- **93 million** adults in the USA are at high risk for serious vision loss.
- **15.5 million** people in Europe are visually impaired.
- **1.5 million** Canadians have sight loss.
- **5.5 million** more Canadians have an eye disease that could result in sight loss.
- West Midlands Transport Operators **loses £4 million a year** because their systems aren't accessible.
- Using same figures as West Midlands, USA transport agencies would lose **£430 million a year**.

# Sign Language as an official language

- American Sign Language and British Sign Language for now. Could be extended upon request.
- Supports station and on board automated announcements.
- Supports delays and cancellation messages.
- Supports static text.





# Contact Us

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**GoMedia & AirGuide Solutions**