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.

An Onboard Digital Hub - More than Entertainment

Revenue	Priority Boarding	Accessibility	Data insights	RTI On board	TOC messaging

Revenue

Download Ticketing app on board train

Destination Travel

Business travel GoPresent team working

At Seat Ordering

Priority Boarding

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

On Board Entertainment

A Full Service Solution

Content strategy and licensing

Content Management and Processing

Innovation

Digital Rights Management (DRM)

Disconnected Captive Portal

Technical Integration

Bespoke Information Services

Monitoring, Management and Monetisation

**Passenger Messaging**

Interface Design (including apps)

Case study FRECCIAROSSA

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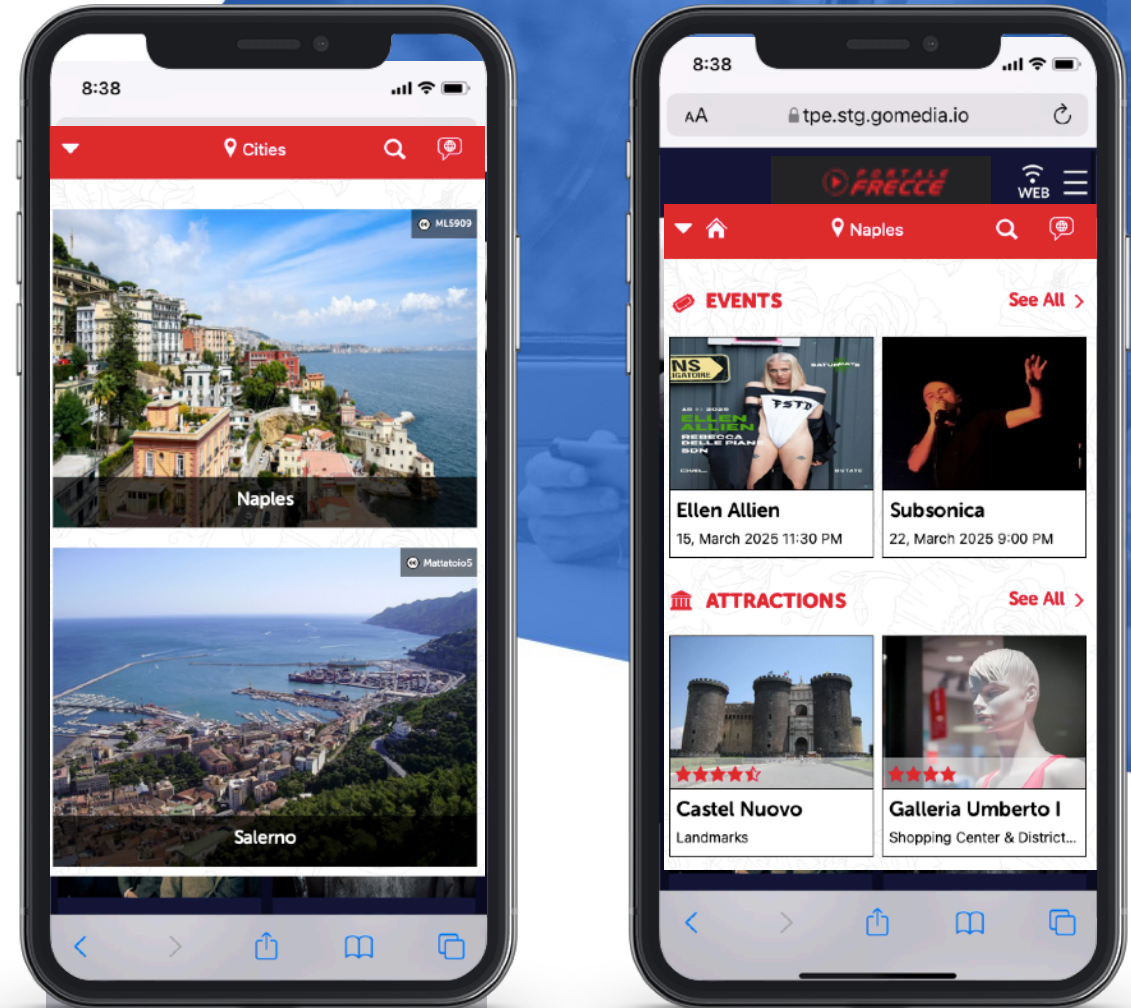
Features:

- 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.
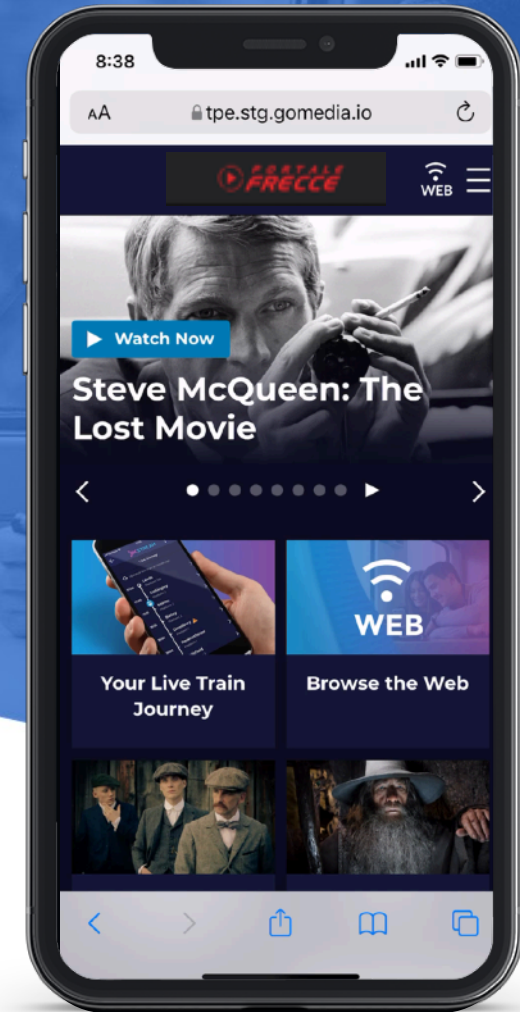
Case study

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.

Case study
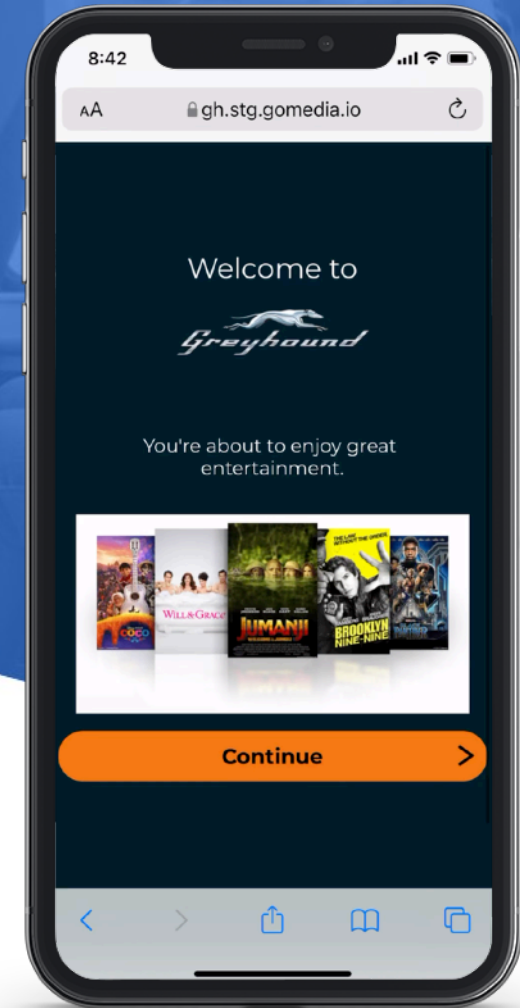
AMTRAK

Features:

- Simple intuitive portal structure

- Content supplied and managed by GoMedia

- Amtrak content ingested and staged in the portal

- Wide variety of content available

- Banners available in the games section

- Live in the USA
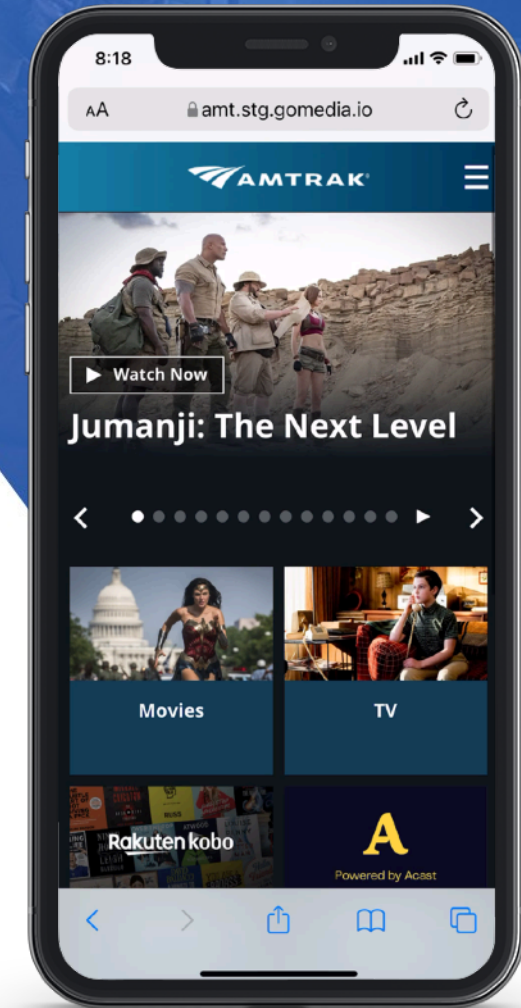
Case study

Features:

- Portal pre roll messages.
- Great Movie and TV selection.
- Pop up messages.
- Paid for Internet access.

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.
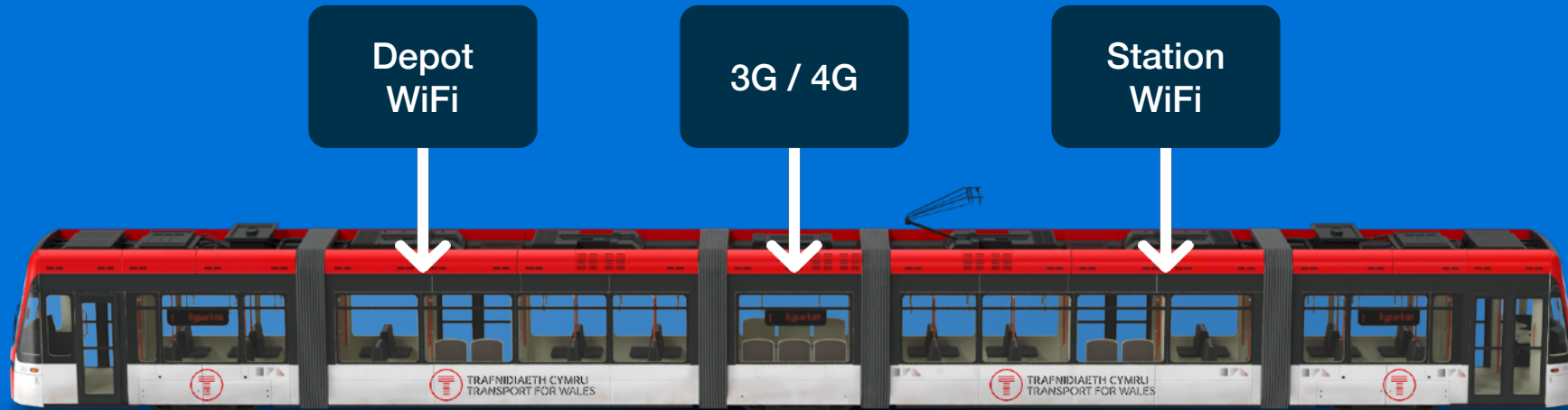
Uploading content

GoMedia have a sophisticated Content Delivery system that delivers content to vehicles.

For our Operators, we deliver content via Depot Wi-Fi, Station Wi-Fi, and 4G. We have uploaded content directly on to servers at the Icomera factory.

Our system is automated and automatically delivers content by the most cost efficient method whilst ensuring content delivered on time.
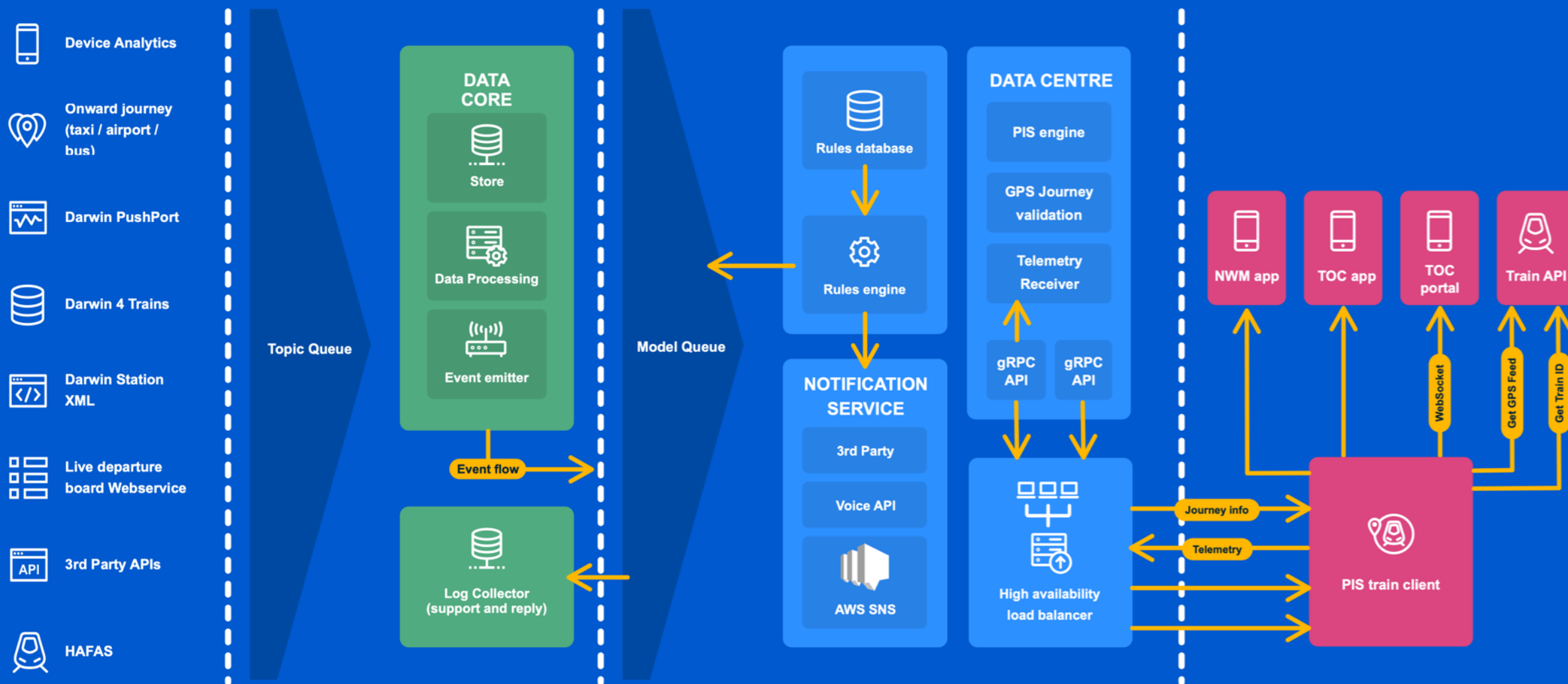
Content can be uploaded in advance of viewing window and 'hidden' from passengers by metadata management.

Depot WiFi

3G / 4G

Station WiFi

Personal Passenger Information

GoMedia & AirGuide's Cloud PPIS platform

Device Analytics

Onward journey (taxi / airport / bus)

Darwin PushPort

Darwin 4 Trains

Darwin Station XML

Live departure board Webservice

3rd Party APIs

HAFAS

Topic Queue

Model Queue

DATA CORE
- Store
- Data Processing
- Event emitter

Event flow

Log Collector (support and reply)

Rules database

Rules engine

NOTIFICATION SERVICE
- 3rd Party
- Voice API
- AWS SNS

DATA CENTRE
- PIS engine
- GPS Journey validation
- Telemetry Receiver
- gRPC API
- gRPC API

High availability load balancer

NWM app

TOC app

TOC portal

Train API

WebSocket

Get GPS Feed

Get Train ID

Journey info

Telemetry

PIS train client

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.
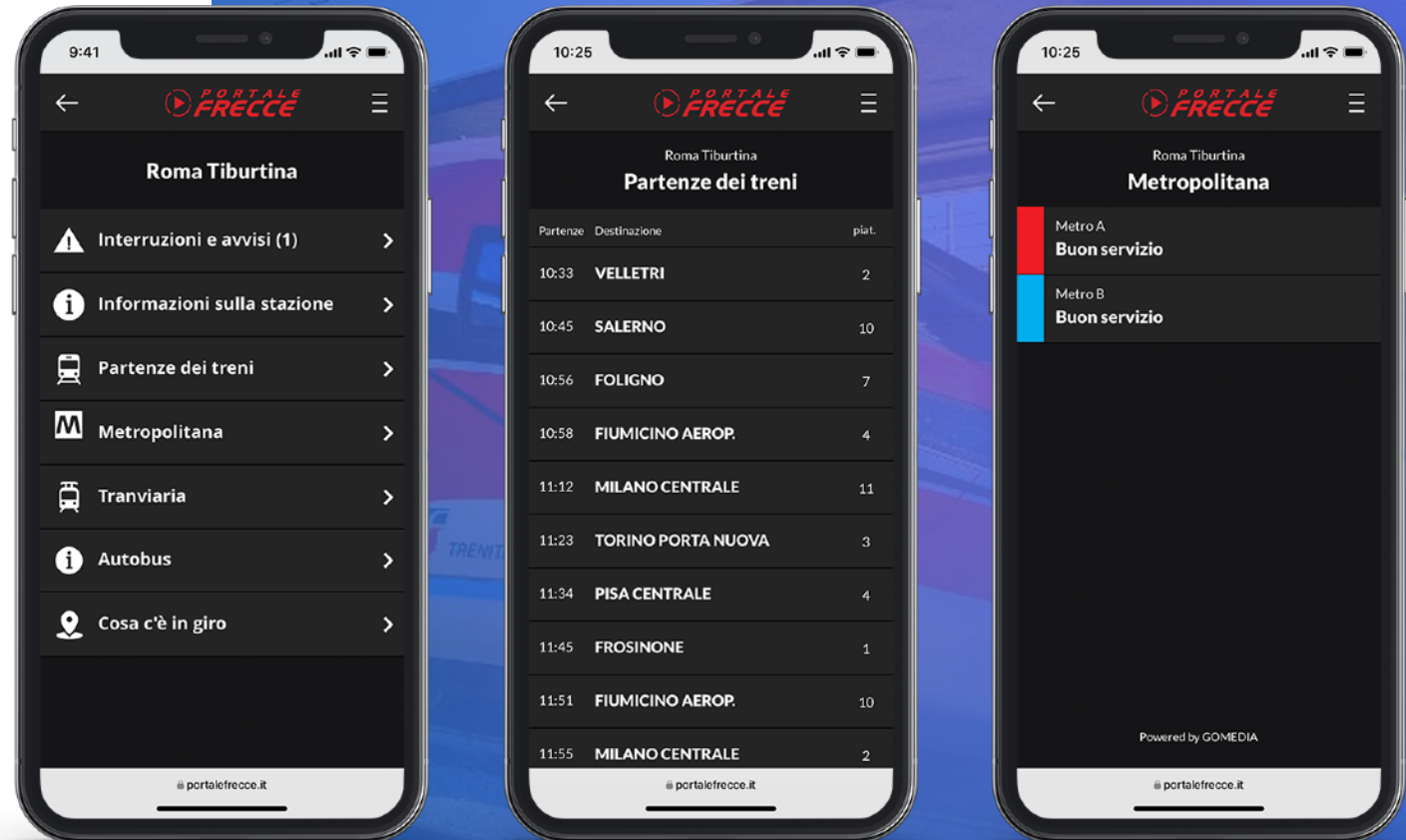
Onward journey

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.

Additional Solutions

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.

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

Multi-platform At-seat ordering solution

- We can integrate with On Board Catering to allow an at seat ordering solution.

- Can be integrated with on board EPOS, or passengers can pay on receipt of goods.

- Solution can offer deliver to seat, or collect at buffet car.

- Tested on Amtrak.
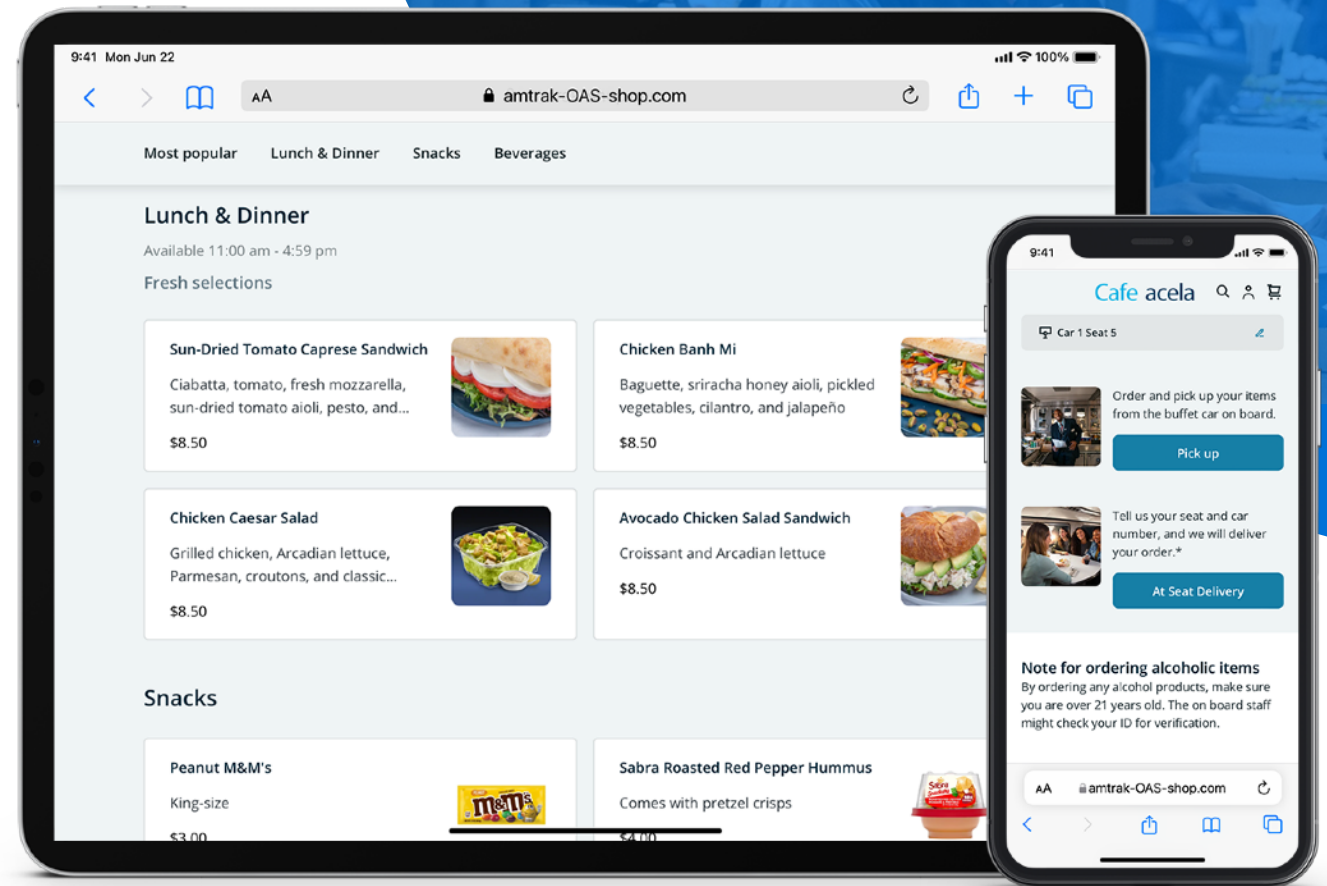
Amtrak live trial results

- Live within 3 months.

- Run for 3 months on 3 trains.

- Positive feedback from both staff as customers.

- Reduced queuing time in café car.

- Turnover of $50,000+ during trial period with limited advertising.

Payment options and flexible options

- Flexibility on board to turn on or off at seat ordering option.

- Flexibility on board to turn on or off pick up option.

- Different payment methods supported such as Google Pay, Apply Pay, Visa, Mastercard etc.

- Flexibility for staff onboard to change menu items and pricing.

- Ongoing support.
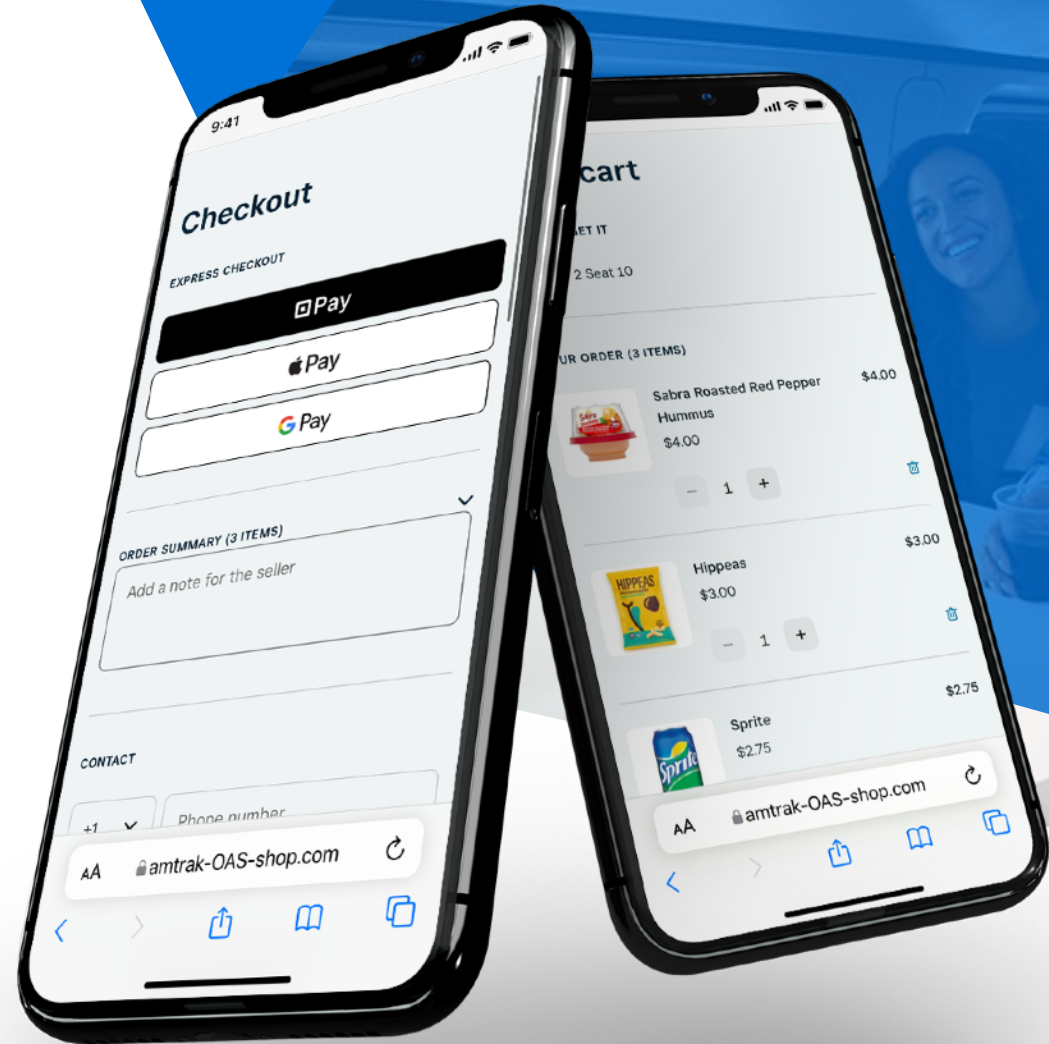
At-seat ordering user flow
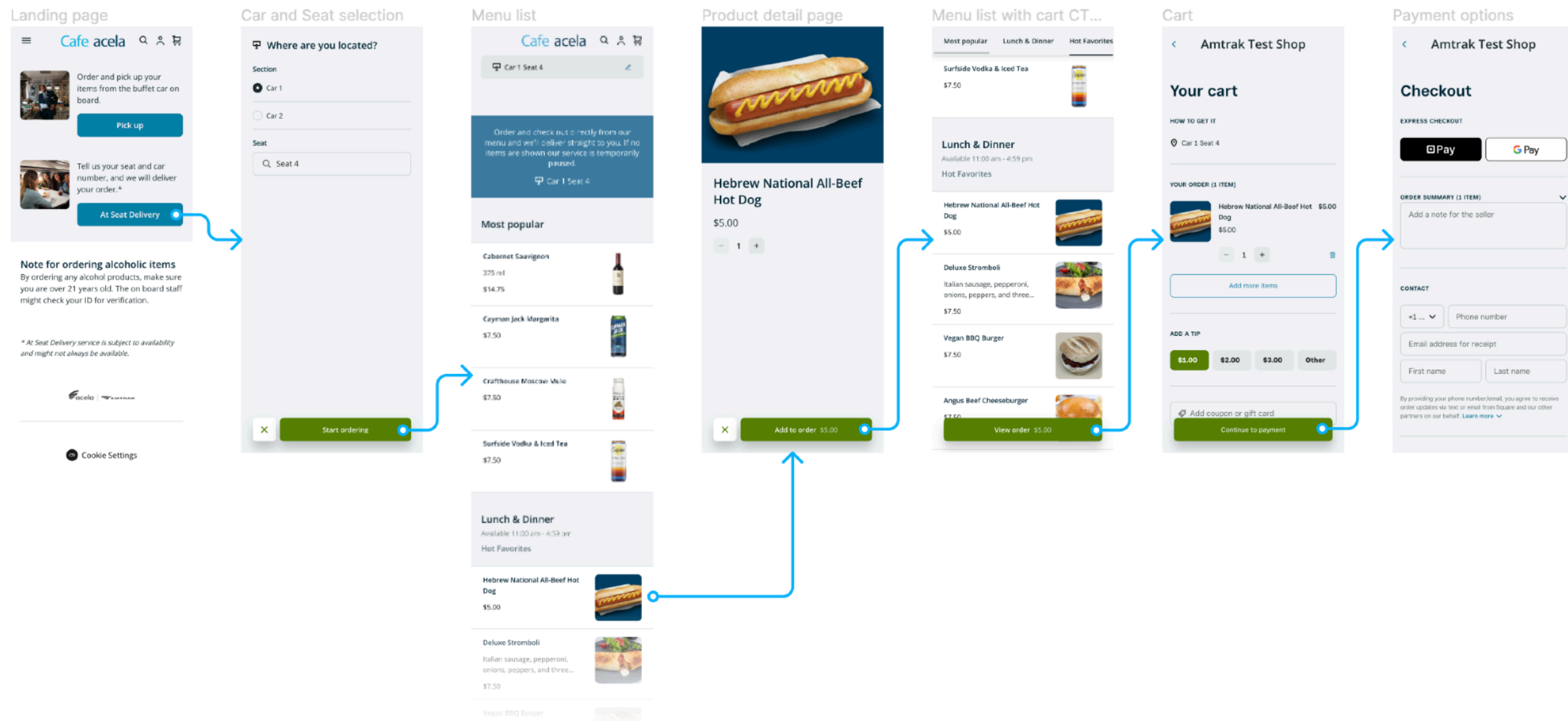
HEAR

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
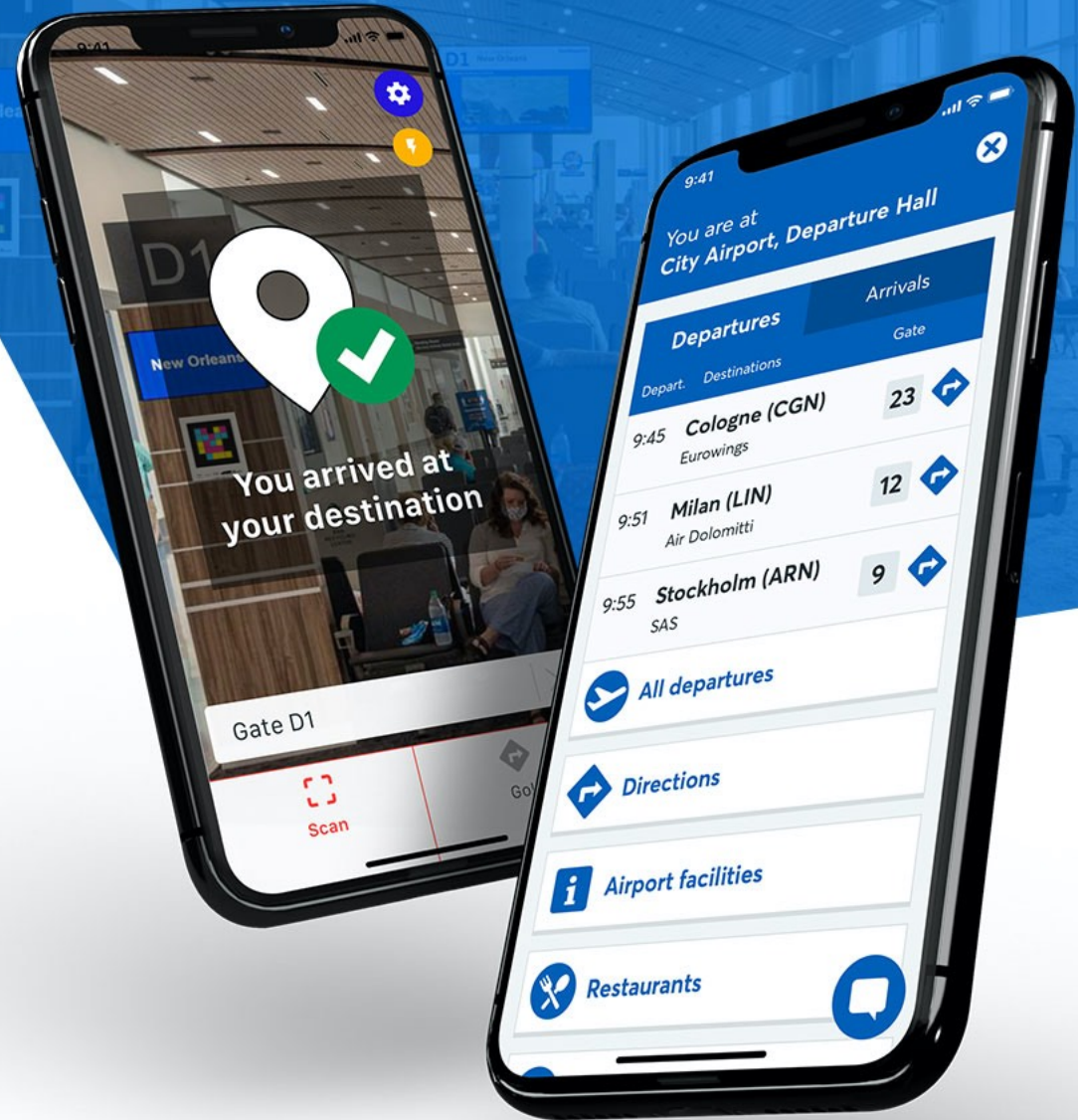
RNIB

Digitising audio announcements for all

- Use existing on board or station Wi-Fi

- No additional hardware needed

- Standalone of 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:
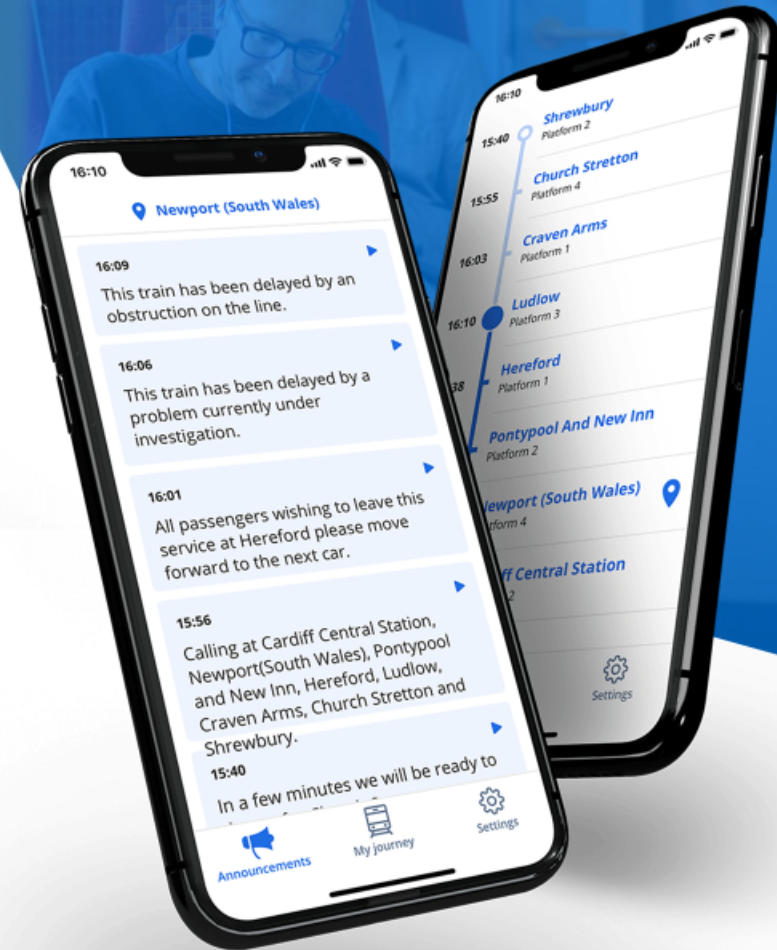
Some of the results

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
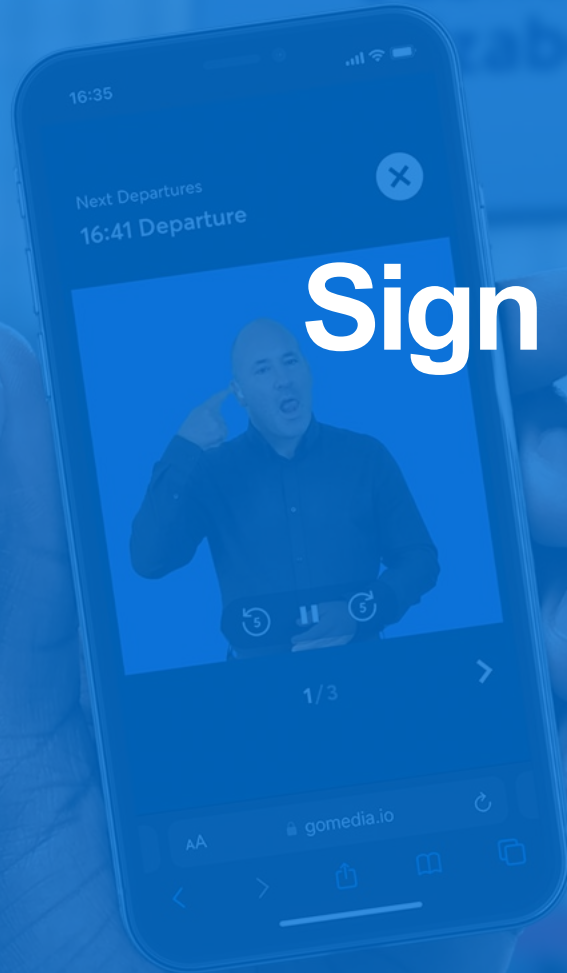
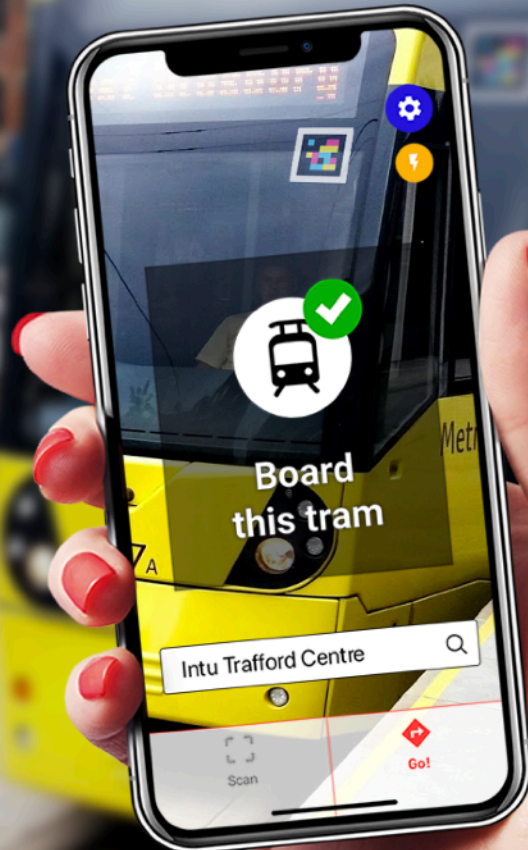**16%** Think they are treated equally compared to people without hearing loss

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.
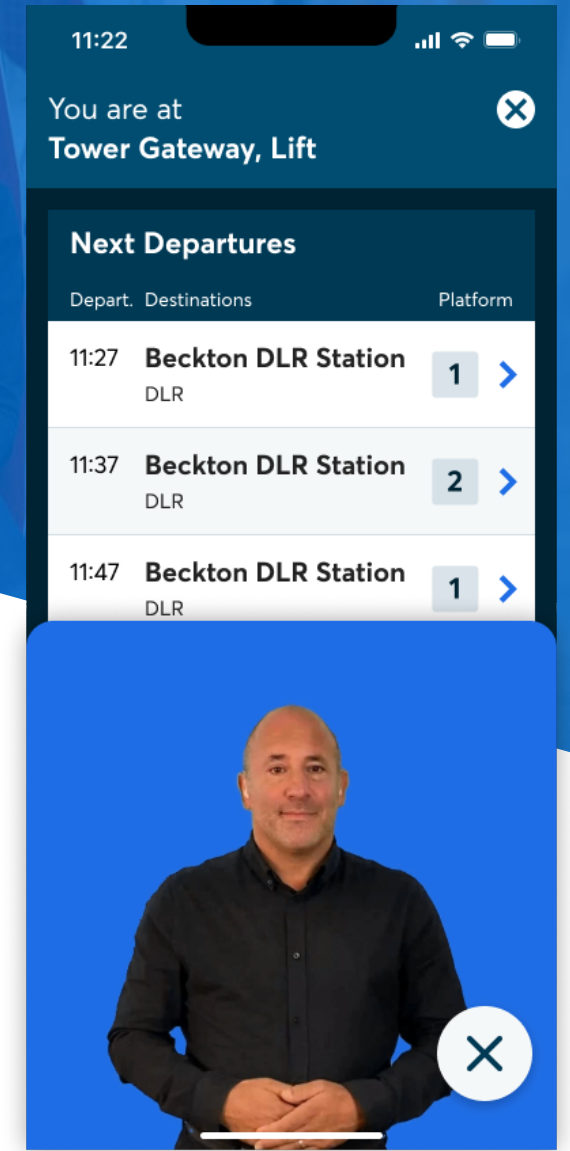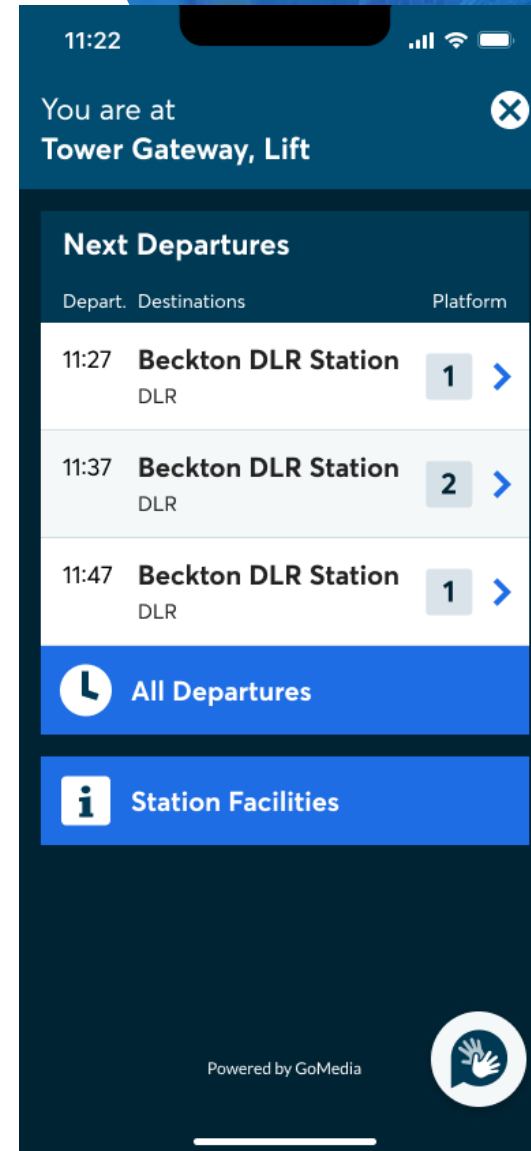
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