

Train Communications Systems 2009

the WiFi on trains Conference

WiFi on Train services are springing up all round the world. By now, almost all leading train operators are either trialing services or have already launched them.

Against this background, BWCS has launched its fourth, annual, WiFi on Trains conference - Train Communications Systems 2009, to be held in Central London on the 10th and 11th of June.

At the conference you will meet train companies from across the world gathered to discuss their successes and failures in introducing continuous, real-time, high-speed internet connectivity on trains. Find out how it is affecting their passenger numbers and how some operators are using it to save millions in maintenance costs.

Book your place now to join the discussion on how these services can deliver real benefits for passengers and train operators alike and discover how companies are beginning to harness these services to enhance customer service delivery and make their train services safer, more secure and above all more profitable.

Please be advised that places are extremely limited and are selling out fast. To reserve your place now - please use the order form on the back of this brochure or book online at www.Traincomms2009.com. Train operators please ask about the special Train Operators' price and for details of the Sponsors' Dinner on the evening of the 9th to which operators only are invited.

Companies presenting at this year's Train Communications Systems Conference include:

- ▶ Indian Railways
- ▶ Department for Transport, UK
- ▶ Virgin Trains
- ▶ Thalys
- ▶ WiFi Rail (US West Coast Train System)
- ▶ National Express Trains
- ▶ Arriva
- ▶ NTT
- ▶ Japan Rail
- ▶ BWCS
- ▶ WAAV (Boston Rail Trial)
- ▶ Norwegian Rail
- ▶ Nomad
- ▶ Icomera
- ▶ 21Net
- ▶ Infogain
- ▶ Lloyds Register Rail
- ▶ Volo TV
- ▶ Mosabi Wireless Ticketing
- ▶ Appear Networks
- ▶ Orange

BWCS has worked with all the major players in this new market to make Train Communications Systems 2009 a success. Over two days, a combination of interactive workshops, panel sessions, presentations and networking sessions will explore the commercial and technical issues arising from the deployment of these services around the world. For all companies with even the remotest interest in this dynamic sector, this is once again the event to attend in 2009.

Train Communications Systems 2009 will provide a great networking opportunity and there are still one or two sponsorship opportunities still available. Please contact Ross.Parsons@BWCS.com

What they said about Previous BWCS WiFi on Trains Conferences:

"This conference is a can't miss event for any passenger train operator wondering what the potential of wireless networking can be for their service"

Jim Allison, Principal Planner, Capitol Corridor Joint Powers Authority, US

"These two days were very useful indeed, and very enjoyable thanks to your excellent organisation. I will be sharing my notes and all presentation material with my colleagues and I am sure it will raise great interest."

Nacio Lavrador-Ines, Product Manager, Faively Transport

"The conference was very interesting and the opportunity to share business views on this subject was great."

Jean-Marie Agniel, Responsable Business Developement, Orange-France/DME/DHDM

"I thought the conference was very successful indeed with a high standard of speakers and subject matter."

Graham Roberts, Managing Director, Inova Multimedia (UK) Limited

BWCS's Experience in the WiFi on Trains Sector

"BWCS provided invaluable expertise and assistance during our procurement process for an on-train wireless solution for First Scotrail. The technical knowledge, input to the tendering process, summation, questioning and assistance received from BWCS was timely and clear. This ensured that FSR had all the information they required to assist them in their decision making process regarding both solution and provider and provided valuable input and advice in building the business case" Duncan Waugh, Head of UK Rail IS and Business Systems Manager First Group UK

The Venue

The recently refurbished Royal Horseguards Hotel is the setting for Train Communications Systems 2009. The hotel overlooks the River Thames in the historic heart of London, just yards from Charing Cross mainline railway station. Theatreland, Covent Garden, the Houses of Parliament and the London Eye are all virtually on the doorstep. Embankment Underground Station, a one-minute walk away, is served by the Circle, District, Bakerloo and Northern Lines. Please see www.theroyalhorseguards.com for details.

BWCS has negotiated a discount on the usual room rate for delegates, please contact Jayne McFahn on 020 7839 3366 or e-mail: jayne.mcfahn@Guoman.co.uk to reserve a room at this rate.

Day 1 June 10th

- 8.45 Registration and Coffee
- 9.15 Opening Speech - Welcome from BWCS

Session One Examining the Latest WiFi on Train Deployments around the World

- 9.30 **Yes We Can! Wireless Broadband on Trains is Becoming a Reality in the US**

- Development of wireless connectivity has been slow in the US to date, but things are quickly changing
- Increased funding and ridership and safety requirements are driving interest in wireless broadband
- Passenger Internet access is becoming an expected amenity in public transportation (and a source of revenues)
- For a sound business model, public funding, extended partnerships, and a wide range of applications are needed

Monica Paolini, Senzi Fili Consulting, US

- 10.00 **The First Fruits of Success? - the Commercial Launch of WiFi on Board on the UK West Coast Main Line**

- Delays on the line
- Initial problems and successes
- Customer reaction
- WiFi Going forward and new services

Alistair Chivell, Virgin Trains

10.30-10.45 - COFFEE

- 10.45 **The Drive for WiFi on Trains in the Boston Commuting Area - Why and How we Did it**

- Proportional bandwidth QoS
- make sure everyone gets a good experience
- Multiple cellular back-ends for more bandwidth
- Real-time GPS tracking
- Test mode allows you to map the cellular signal and bandwidth of all route

Brian Smith, President, J C Fulkner, CTO, WAAV

- 11.15 **The State of the Market for WiFi on Trains in Japan and how to Launch the Service with a Bullet**

- Trials and tribulations
- Track roll out
- Where do we go from here?

Japan Rail, Yuichi Sagawa NTT Access Network Service Systems

- 11.45 **Train WiFi on the West Coast - a US Success Story**

Cooper Lee, CEO and Michael Cromar, CFO, WiFi Rail

- 12.15 **Market potential for ICT in the railway sector**

- Cross business co-operation
- A view of the market potential
- The Business Environment - the need for co-operative business case development
- What elements to consider before making important investment
- decisions with regards to security,

- services and applications
- Need for partnerships - pan industry - pan market sector
- Role of Integration - is key

Ongoing evolution for technology, applications, and services. Ongoing learning experience through to end user

Martin Lordan, Nokia Siemens Networks

12.45-2.00 - LUNCH

Session Two WiFi on Trains - What is it Good For?

- 2.00 **Initiatives Seized and Opportunities Lost - a "Half Term Report" on Train WiFi Services in the UK**

- Living up to their billing?
- Making a difference?
- Future path for services

Ian Beeby, Managing Director, Peak Intelligence

- 2.30 **The Secrets to Successful On-Train Broadband Deployments - How Icomera has designed and managed award-winning installations for its customers that deliver multi-megabit connectivity for data, video and voice on rail services around the world**

Jim Baker, Icomera, Tom Ramsay, Head of IS, National Express East Coast

3.00-3.45 - Speed Networking and Coffee

- 3.45 **The Future Market for WiFi on Trains**

- Where the next round of growth will come
- Can train operators risk being left behind?

Jay Saw, Nomad

- 4.15 **Rail WiFi in the Far North - the Birth of Norway's On-Board Internet System**

Jan Christiansen, IKT Director, NSB

- 4.45 **Panel Session - Delivering Value from WiFi on Train Services and Why More Operators Should get on Board**

- 5.15 **Closing Remarks - BWCS**

COCKTAILS - SPONSORED BY 21NET

Day 2 June 11th

Session Three WiFi Services on Long-Distance and High-Speed Trains

- 9.15 **BWCS Welcome**

- 9.30 **Connectivity Investigation for Broadband Wireless Access over Taiwan Rail**

NTT and Taiwan ITRI

- 10.00 **Onboard services and Real-Time communication**

Sébastien Capelle, Public Transport Solutions, Orange

10.30-10.45 - COFFEE

- 10.45 **Markets and Technical developments of Satellite Broadband Solutions for Trains**

Henry Hyde Thomson, Director 21Net

- 11.15 **"Trains Planes and Automobiles ... oh and Ships too!"**

Simon Watts, Chief Engineer, Hughes Europe

- 11.45 **RailTel - Fulfilling a Billion Dreams of Internet on Trains in India**

Anshul Gupta, Head Marketing and Strategy at RailTel, the Telecom Company of the Indian Ministry of Railways

- 12.15 **Panel Session WiFi on Long-Distance Train Services and how it Differs from Commuter WiFi Services**

12.45-2.00 - LUNCH

- 2.00pm **Wireless Connectivity and Generating Loyalty Among Rail Passengers**

Mark Collin, Vice President UK and Europe, InfoGain

- 2.30 **Wireless on Trains; How to Mitigate Project Risks**

Peter Boom, Lloyds Register Rail

3.00pm -3.15pm COFFEE

- 3.15 **On-Train entrainment - The vision and Reality**

- Volo's entertainment service "Now showing and coming soon to a train near you"
- The market - making it easy for them but how?
- Don't be a geek, technology is only a tool...
- ...but a wireless connection is critical for the business

Paul Soor Volo TV

- 3.45 **Deploying Onboard Connectivity at 10,000m in the sky: Lessons Learned from Various Projects and Applicability to Rail Companies**

Xavier Aubry, Appear Networks

- 4.15 **Mobile Ticketing Comes of Age in the UK**

- Increase operator margins and reduce queues with mobile sales
- New UK e-ticketing standard
- Reducing cap-ex in e-ticketing rollouts
- Use of WiFi for on-train ticket inspection
- Results from the first trials and deployments
- System robustness and redundancy

Ben Whitaker, Chief Operating Officer, Masabi

- 4.45 **Panel Session - Using WiFi Connections to add Value to Passenger Services and Help Operators Cut Costs**

5.15-5.30 pm Closing Remarks

End of Conference

(* to be confirmed)

www.traincomms2009.com