Train Communications Systems 2007

Workshop and Conference

6th - 7th June 2007

BWCS

Train Communications Systems 2007

Conference 6th-7th June

Following the tremendous success of last year's WiFi on trains conference, BWCS is organising Train Communications Systems 2007 to be held in Central London on the 6th and 7th of June, 2007. As more and more train companies and suppliers look to move into the on-board wireless broadband sector, we plan to make the event bigger and better than ever.

There is no doubt that the arrival of continuous, real-time, high-speed internet connectivity on trains can now deliver real benefits for passengers. At the same time, it is opening up a host of new opportunities for train operators to enhance customer service delivery and make their train services safer, more secure and above all more profitable.

BWCS has worked with all the major players in this new market to make Train Communications Systems 2007 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 will be the event to attend in 2007.

Among the companies presenting at Train Communications 2007 will be:

- Virgin Trains
- Thalys
- ViaRail (Canada)
- NSB Norwegian Rail
- GNER
- Dutch Rail
- T-Mobile
- Siemens Networks
- Icomera
- CitySpace
- Atos Origin
- 21Net
- Nomad Rail
- BWCS

What they said about Train Communications 2006

"Thank you for organizing such a great conference. Most interesting and, most importantly, had all the right people there."
Nick Edouard, Commercial Director, QinetiQ Rail Limited

"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."
JeanMarie Agniel, Responsable Business Développement, OrangeFrance/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

Train Communications 2007 will be held in central London on 6th and 7th of June 2007. Please be advised that places are limited and that delegate places are selling out fast. Please book now by filling in the booking form on the back of this brochure.

Train Communications Systems 2007 will provide a great networking opportunity and there are one or two sponsorship opportunities still available. Please contact Ross.Parsons@BWCS.com

The venue: Harrington Hall Hotel

Located in the heart of London, and situated in the exclusive Royal Borough of Kensington and Chelsea, the luxurious Harrington Hall Hotel is within easy reach of Knightsbridge. The venue is ideally located close to the underground and road access to London Heathrow Airport, Earl's Court and the Olympia Exhibition Centre. Easy access to the West End and Theatreland, Harrods and the elegant shops of Kensington.

Delegates to Train Communications Systems 2007 can get a specially discounted rate at the hotel by calling direct on +44 207 396 9696 or e-mailing nhharringtonhall@nh-hotels.com. Please remember to quote BWCS as the reference.

NH Harrington Hall, 5-25 Harrington Gardens,
South Kensington, London SW7 4JW, United Kingdom.

Tel +44 (0) 20 73961718, Fax +44 (0) 20 73961719
http://www.nh-hotels.com

Conference Programme

Day 1 (June 6th)

8:45 Registration & coffees

9:00 Opening speech – Welcome from BWCS

Session One – From tender to trial to deployment: Lessons from the train WiFi procurement process

9:15 **Specifying and organizing a train WiFi trial**
What are you are trying to achieve in offering internet access?
Where does the trial fit into your overall plan?
What are you trying to achieve in the trial?
Testing one or several business models;
Testing one or several technologies;
How much will it cost?
What will you do after the trial?
Graham Wilde, CEO, BWCS

10:00 **What the CCJPA learned from the four Silicon Valley train WiFi trials in 2006**
Why our passengers wanted WiFi on trains;
What the CCJPA took from successful WiFi on train implementations;
What we wanted our trials to show us;
What they actually showed us;
Where do we go from here?
Jim Allison, Capitol Corridors Joint Power Authority

10:30 **The long and winding road to choosing a supplier**
How we set about choosing the right supplier and the right technology.
Pete Jeffries, Head of Product Development, Virgin Trains

11:00 **Speed networking**

11:30 **How to set up an international high-speed WiFi on trains trial (and live to tell the tale)**
Stephane Savary, Marketing Director, Thalys International and Patrick Sautin, CSC

12:00 **Panel session: Lessons from the train WiFi procurement process**

12:45 **Lunch hosted by Nokia Siemens Networks**

Session Two – Which delivery system is the best? Satellite vs WiMAX vs mobile

13:45 **The future for terrestrial wireless services for the next five years: Myth and realities for WiFi on trains**
What will drive new services – a technical view;
Spectrum resources planning and management;
What really is 4G?
The difference between high-speed and suburban services from a service delivery perspective.
Ian Beeby, Founder and CEO of Peak Intelligence

14:30 **The advantages of delivering broadband to trains via two-way satellite signals**
Henry Hyde Thompson, Director, 21Net

15:00 Coffee & phone break

15:15 **The challenges of implementing track-side wireless solutions**
The business case for high-speed wireless on trains;
Forming partnerships to deliver;
Managing the project;
The advantages of track-side delivery.
Ines Clenjans, Nokia Siemens Networks

15:45 **Internet on rail at 300km/h**
T-Systems provides the solution for Deutsche Bahn/T-Mobile;
How to find the best fitting technology;
What are the drivers of the business case: cost and revenue side?
Business model: Who is in the driver seat?
Dr. Dietrich Eickelpasch, Managing Industry Consultant "Rail" T-Systems

16:30 **The CyberRail experiment and other developments from Japan**
Dr Ryuji Tsuchiya, The Railway Technical Research Institute of Japan

17:00 **Panel session: Selecting the best technology for your trains and avoiding obsolescence**

17:30 **End of Day 1 and closing remarks**

17:45 **Cocktails sponsored by 21Net**

Day 2 (June 7th)

Presentations & exhibition demonstrations

8:45 **Registration & coffees**

9:05 **Welcome by BWCS**

9:15 **Keynote speech**

Session Three – Train WiFi in action: What have we learned from early train WiFi deployments?

9:30 **SBB – The Swiss Rail experience with WiFi on trains**
Taking an unusual approach?
Lessons learned from the Swiss system;
What the future holds for SBB's WiFi on trains service.
Han Overmann, Project Manager, Train Internet Project SBB

10:00 **Way out west – The Canadian experience of WiFi on board trains**
VIA Rail Canada's development plan for passenger amenities on our WiFi network;
A short history of VIA Rail's WiFi project and the business drivers behind it;
The technology deployed;
Future developments of VIA's WiFi infrastructure to provide both customer amenity applications and private applications focused on the customer experience.
Guy Faulkner, Product Manager, VIA Rail

10:30 **Taking an integral approach to train connectivity**
Internal processes shouldn't be neglected;
How to match ICT and train lifecycles;
Why maintaining flexibility with regard to vital components is important;
How to make the most of in-train screens.

Hans de Grauw Senior Consultant, LR Rail working with NS Rail in the Netherlands;
Paul Diercks, NS Informatiemanagement & -technologie

11:00 **Coffee & phone break**

11:15 **Norwegian Rail's recent experiences with WiFi on trains**
Jan Christiansen, Head of WiFi on Trains Project at NSB

11:45 **Panel session: The lessons learned so far from offering WiFi to train passengers**

12:30 **Lunch hosted by Nomad Digital**

Session Four – Beyond passenger Internet access: Using on-train WiFi for information, operations and security applications

13:45 **CCTV and WiFi on trains case studies: Coe and Nomad Digital**

14:15 **Connecting the back office – Real-time applications for WiFi**
Understand the requirement for realtime access;
Target applications;
Integration with onboard WiFi systems;
Business systems – case study;
Operational systems – case study;
Looking ahead: The connected train.
Peter Kingsland, MD Icomera, UK; Martin Shaw, Head of IT GNER

14:45 **Staff benefits of wireless connectivity – How does GSM-R fit in?**
GSM-R – Purpose and benefits;
Commercial applications of GSM-R;
Unique challenges in managing a GSM-R network;
GSM-R network management implementation strategies.
Sean Marriott, Business Development Director, Harmarney International

15:15 **Coffee and phone break**

15:30 **Developing the use of digital broadband wireless technology and satellite communications for the railway industry**
Justin Caton, Chairman, SNAT

16:00 **Developing a wireless ticketing solution**
Mobile phone and other new forms of ticket fulfilment;
The importance of wireless validation;
Building added value services around the wireless ticket.
Graham Bodman, Business Development Manager, Transport, Atos Origin

16:30 **Train and station WiFi taking an integrated approach**
Multi-modal "digital" journeys
A common communications infrastructure for stations & trains;
One network many uses.
Mark Collin, Business Development Director, Cityspace

17:00 **Panel session: How to give train operators what they want from WiFi**

17:30 **Closing remarks**

How to book your place at Train Communications Systems 2007

Simply fill in the booking form below and fax it or mail it to us. You may pay by credit card (Visa, Mastercard or American Express), bank transfer, or send a cheque with your order.

Booking details / TCS2007

Step 1

Choose the billing currency
(Note credit card payments will be billed in £s only)

Please tick box

[ ] £   [ ] US$ [ ] Euro

Step 2

Yes, I wish to attend Train Communications Systems 2007 on 6-7 June at the Harrington Hall Hotel, Central London

Please reserve a place for me for Day1   [ ] £895

Please reserve a place for me for Day 2   [ ] £990

Please reserve a place for me for both Day 1 and Day 2   [ ] £1,350

If you have selected US$ or Euro as your billing currency, the order value will be converted at the current exchange rate.

For group bookings, please email Eileen.Fisher@bwcs.com

Step 3

Is your company located within the European Union?

Yes   [ ]

This number is required for all EU customers not paying VAT.

Enter your Value Added Tax registration number here

UK customers will be charged VAT at 17.5%.

Step 4

How would you like to pay?

I have arranged a bank transfer   [ ]   Go to BWCS's bank details

or

Cheque enclosed   [ ]   Payable to BWCS Ltd

or

Bill my credit card   [ ]   Go to credit card details

or

Please invoice my company   [ ]

Cancellation policy
If you cancel before 13/04/07 we will refund your booking fee less a £50 administration charge. After that date, you will be invoiced for the full booking fee, but we will be pleased to accept substitutions from your company.

Delegate details

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Position _____

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Signature _____

Date _____

BWCS's bank details

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Rugby
CV21 3PL
United Kingdom

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Sort code: 30-97-17
International SWIFT code: LOYDGB21226
IBAN: GB90LOYD30971700337688

Credit card details

[ ] Visa   [ ] Mastercard   [ ] American Express

Card number:
[ ][ ][ ][ ] [ ][ ][ ][ ] [ ][ ][ ][ ] [ ][ ][ ][ ]

Expiry _____ / _____

Signature _____

Please return this booking form to BWCS Ltd:

6 Worcester Rd, Ledbury HR8 1PL
United Kingdom
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