

# How to book your place at the Train Communications Systems Conference 2010

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.

BWCS conferences

# Train Communications Systems 2010

the WiFi on trains Conference  
London, 2-3 June

## Booking details / TCS 2010

### Step 1

Choose the billing currency  £  US\$  Euro  
(Note - credit card payments will be charged in £s only)

Please tick box

### Step 2

Yes, I wish to attend the Train Communications Systems 2010 on 2-3 June in central London

Please reserve a place for me for Day 1  £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.

Please add VAT @ 17.5%

For group bookings please email [Eileen.Fisher@bwcs.com](mailto:Eileen.Fisher@bwcs.com)

### Step 3

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I have arranged a bank transfer  Go to BWCS's bank details  
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If you cancel before 30th April 2010 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

Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Organisation \_\_\_\_\_  
 Address \_\_\_\_\_  
 Town/City \_\_\_\_\_  
 ZIP/Postcode \_\_\_\_\_  
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 Signature \_\_\_\_\_  
 Date \_\_\_\_\_

## BWCS's bank details

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## Credit card details

Visa  Mastercard  American Express

Card number: \_\_\_\_\_

Expiry \_\_\_\_ / \_\_\_\_

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## Please return this booking form to BWCS Ltd:

BWCS Limited  
 6 Worcester Road  
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 United Kingdom

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# Train Communications Systems

# 2010

## the WiFi on Trains Conference

Join train operators from all over the world in London this summer to discuss the fast-moving WiFi on trains market at the fifth annual Train Communications Systems event.

This year, more operators than ever before are looking at ways of offering passengers and staff the benefits of on-board, high-speed, wireless access to the Internet.

Operators from as far afield as India, Japan, Canada, the US, the UK, Norway, France, Germany, Sweden, Denmark, Taiwan and Australia are all either about to launch WiFi services on their trains, or have already done so.

Among the companies presenting at Train Communications Systems 2010 will be:

- ▶ Amtrak
- ▶ BWCS
- ▶ Virgin Trains
- ▶ National Express
- ▶ SJ Trains
- ▶ Swiss Trains
- ▶ VR Trains
- ▶ Indian Railways
- ▶ NS Trains
- ▶ Thalys International
- ▶ Nokia Siemens Networks
- ▶ Icomera
- ▶ 21 Net
- ▶ WAAV (Boston Trains)
- ▶ EMEF Trains Portugal
- ▶ Fleet Connect

The fifth annual Train Communications Systems will hear directly from the train companies involved as they discuss their experiences, the problems that emerged, how they overcame them and what plans they have for the future. As new entertainment and advertising services come on stream to complement the cost-saving applications already being implemented, WiFi on-board is becoming an ever-more compelling proposition. This conference offers a unique opportunity to learn from those who are actually doing it.

Join the throng of national train companies, rail authorities and would-be new operators at this year's Train Communications Systems Conference on the 2nd and 3rd of June in central London to discuss the latest trends and services in this fast-moving market.

Speakers will come from train companies in India, Denmark, Finland, Germany, Portugal, Japan, Korea, the Netherlands, Norway, Sweden, the UK and the USA.

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.

As ever, Train Communications Systems 2010 will provide a great networking opportunity and there are still one or two sponsorship opportunities still available.

For more information on how to get involved, please contact: [Ross.Parsons@BWCS.com](mailto:Ross.Parsons@BWCS.com)

BWCS has worked with all the major players in this new market to make Train Communications Systems 2010 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 2010.

### 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 2010. 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](http://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](mailto:jayne.mcfahn@Guoman.co.uk) to reserve a room at this rate.

## Day 1 June 2nd

### Session One The Growth of WiFi on Trains Around the World

- 8.45 **Registration and Coffee**
- 9.15 **Opening Speech** – Welcome from BWCS
- 9.30 **The Future Demand for Trainside Broadband Services**
- Where WiFi on Trains May be in Ten Years Time?
  - Main drivers of on-train broadband demand
  - Passenger services – now and in the future
  - Safety Services over the next ten years
  - New Ways to Save Money
  - WiFi versus Self-Delivered Mobile Data – which will win
  - Can operators afford to go without?

Graham Wilde, CEO BWCS

- 10.00 **Driving Competitive Advantage**
- Launching WiFi on US Intercity Trains
- Matthew Hardison, Amtrak

### 10.30-10.45 COFFEE

- 10.45 **Indian Rail WiFi**
- Lessons Learned from the Progress, so far, on the World's Largest Rail System
- Anshul Gupta, Head of Marketing and Strategy at RailTel, the Telecom Company of the Indian Ministry of Railways

- 11.15 **WiFi on Virgin Trains**
- Keeping the Customer Happy, Now and in the Future – 500,000 Passengers Can't be Wrong
  - WiFi on the West Coast Main Line – the story so far
  - New Entertainment and Other Services for Passengers
  - Cost Cutting Measures – Brought to you by WiFi

Rachael Carliss, Virgin Trains

- 11.45 **The Future of Railway Communications**
- Paul Broekhuizen, Head of Railways West Europe, Nokia Siemens Network

- 12.15 **Panel Session: Where Will WiFi on Trains be in Ten Years Time?**

### 12.45 -2.00 LUNCH

### Session Two New Passenger Services Delivered by Broadband to Trains

- 2.00 **Bringing Infotainment to the Passengers – and the Future of WiFi Service on Swedish Trains**
- Johan von Porat, SJ Trains
- 2.30 **Delivering Extra Broadband Capacity Directly to Trains – Instantly via Satellite**
- Henry Hyde-Thomson, 21Net
- 3.00 **Speed Networking – and coffee**

- 3.45 **WiFi on Trains – the Portuguese Perspective**
- Hélder Ribeiro, EMEF, Technological Innovation Unit

- 4.15 **WiFi on Pendolino Trains in Finland**
- Lessons Learned So Far
- Lauri Uusitalo, VR Trains, Finland

- 4.45 **Panel Session – What can passengers expect in the future from WiFi on Trains?**
- Chaired by Graham Wilde, CEO, BWCS

- 5.15-5.30 **Closing Remarks**
- BWCS

### COCKTAILS – SPONSORED BY 21NET

## Day 2 June 3rd

### Session Three Saving Train Operators Money and Adding New Revenues via New Trainside Wireless Services

- 9.15 **BWCS Welcome**
- 9.30 **Train Broadband – the Future has Arrived**
- Experiences from Siemens/p8 Chinese CBTC projects
  - Nanjing Metro – CBTC and CCTV/HDTV real time streaming
  - p8Media – multiple onboard applications
  - Siemens/p8 – Vision
- Lise Jonassen – Head of Dept, Johannes Lauesen – Chief Solution Architect, Siemens A/S Mobility Division, pul28 Communications

- 10.00 **Ten Million Customers and Beyond**
- Rising to the Challenge of High Volume Broadband Services on Trains
- Michael Sigvardsson, CEO, Icomera

### 10.30-10.45 COFFEE

- 10.45 **On Board Information Services introduced in Dutch Inter-city Trains**
- Michiel Vijverberg, Passenger Services, NS Trains

- 11.15 **Improving cellular Coverage On-Board Trains and What is in it for the Train Operators?**

- The problems of getting mobile signals on-board
- How to boost your passenger satisfaction
- Cost-sharing models that train operators may care to think about
- The future of mobile broadband on-board – the Mobile operator's perspective

Access Network Design and Delivery, Orange UK

- 11.45 **Using a Software-Based Digital Repeater for on-board Wireless Connectivity**

- Installation and multi-operator capable design
- Remote "on-the-fly" changes and

- automatic installations of new features and capabilities
- Automatic gain/power trailing optimized for multi-operator applications
- Changing the repeater configuration on international trains using GPS

Alfons Dußmann, Product Line Manager, Wireless Innovations Group, Andrew, a Commscope Company

- 12.15 **Panel Session – Saving Costs Using On-Board Broadband Wireless Services**

### 12.45-2.00 LUNCH

- 2.00 **Outsourcing to improve reliability and bandwidth of on-board passenger communications**

- video surveillance and integration with content systems
- multiple carrier solutions
- The benefits of outsourcing
- The Boston Trains Experience

Brian J Smith, WAAV Inc

- 2.30 **Launching and Running a Successful Cross-border WiFi on Train Operations**

Thalys International

### 3.00-3.15 COFFEE

- 3.15 **Experiencing the WLAN on Swiss Train Architecture**

- Practical experience
- Making solutions scalable and successful
- W-Lan installation in 75 Swiss Trains

Wim van Moorsel, AnyWeb and Swiss Trains

- 3.45 **The Rapid Adoption of Transport WiFi in Ireland – A Success Story from the Emerald Isle**

- Multi-modal strategy
- Consumer power – strong passenger demand
- Innovative and revenue generating services
- Choosing the right product and the right partners

Patrick Cotter, Managing Director of Fleet Connect & Peter Kingsland, Business Development Director, Icomera

- 4.15 **WiMAX - delivering wireless internet at 90km/hr in Dubai – next-generation technology for a next-generation country**

- The requirement: The Dubai Metro – the longest fully automated rail transport system in the world
- The solution: why WiMAX?
- The deployment: how WiMAX has been rolled out
- The results: meeting the expectation and demand of the thousands of commuters using the Dubai Metro

Andy McKinnon, 4G Principal, EMEA, Motorola Networks

- 4.45 **Panel WiFi on Trains vs Mobile Cellular Data Services, Which Will Win the On-Board Battle?**

- 5.15 – 5.30 pm **Closing Remarks and end**

[www.traincomms2010.com](http://www.traincomms2010.com)