

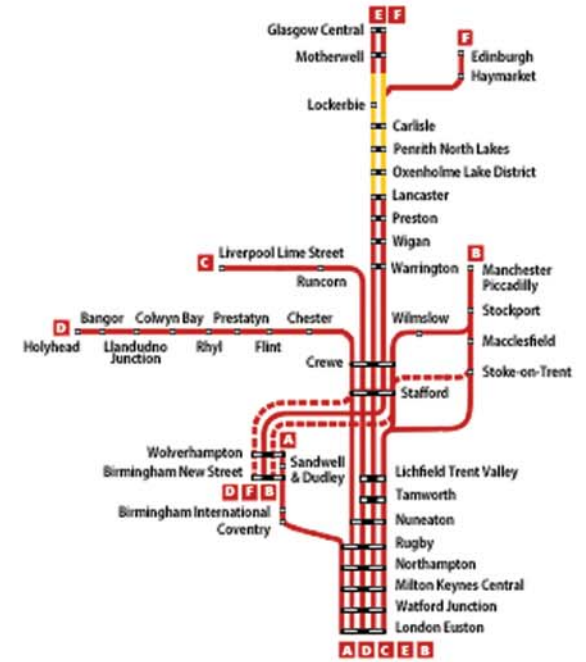


BROADBAND SPEED
PASSENGER WIFI





WEST COAST MAIN LINE ROUTE

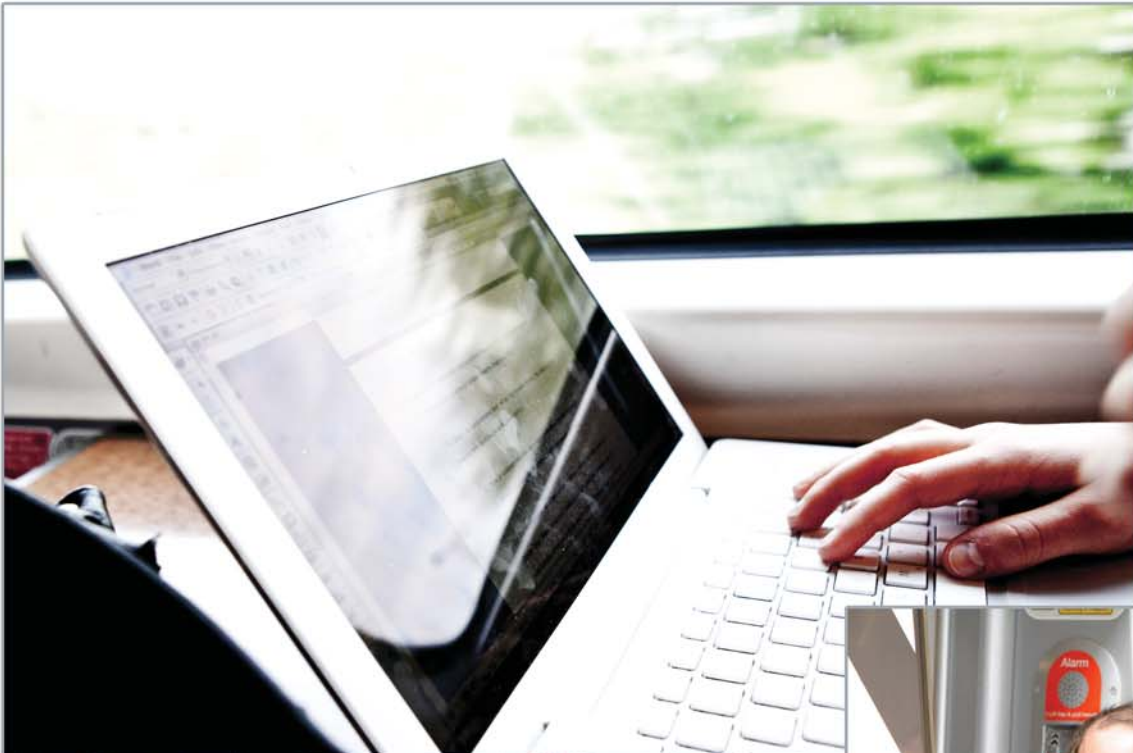


THE CHALLENGE

Providing a high speed service for over 20 million rail passengers along its 680km track per year, Virgin Trains wanted a partnership for a genuine high-speed, reliable broadband service to provide an enhanced travel experience for its passengers. The challenge was to provide a reliable service for all passengers to be able to use email and the web on the journey across the entire West Coast Main Line, including London, Birmingham, Liverpool and Glasgow, as well as at all stations in between.

In order to carry WiFi facilities on the entire fleet, Virgin Trains required equipment installation from their chosen expert on both 52 Class 390 Pendolino train, 21 Class 220 & 221 Voyager trains, as well as all Virgin First Class lounges.





THE SOLUTION

Having worked with T-Mobile previously on the Southern Trains WiFi project from London to Brighton and for the Heathrow Express WiFi project, Nomad understood the requirements of Virgin Trains to work with a trusted partner in delivering a high speed, yet quality broadband service.

As the Pendolino's travel up to 125mph through urban and remote geographic areas where cellular service cannot always be assured, the solution required Nomad's unique multi-bearer switching capability between 3G and purpose-built WiMAX coverage.

Bespoke Landing Page

In conjunction with T-Mobile and Virgin Trains, Nomad designed and launched a bespoke landing page for Virgin Trains. Offering support and route information, passengers are able to gain valuable information free of charge.

Nomad's Operational Support

In addition to the high speed service, Nomad also provides operational support to Virgin and T-Mobile through the use of its service desk to deal with any incoming issues with the WiFi network, as well as run analysis and updates or configurations on the equipment installed. Virgin are also able to login to Nomad's Fleetmanager service to track the location of all 52 Pendolino trains currently in service.

Nomad's service desk runs a manned service 24 hours, 365 days a year.





THE RESULT

Nomad is a thought leader in this market for creative business models that it well suited to the UK rail environment where long term investments can be challenging under the UK franchise system. For this project, Nomad, Virgin Trains and T-Mobile have taken a collaborative approach to maximise synergies and drive revenues for both WiFi and future applications.

By providing a full turnkey solution including design, installation, network management and maintenance, Nomad is able to create a fully expandable solution, which is capable of connecting into applications and creating an enhanced service for both staff and passengers.

Since launch in April 2009 on both the Pendolino fleet and in all Virgin 1st Class Lounges, passengers have embraced the new service. Due to the level of positive feedback, then integration began almost immediately to include service on all Voyager trains.

'I have used this service a couple of times and its fantastic'

Euston to Manchester customer on Virgin Pendolino

"We're always looking at ways to improve the travel experience for our passengers, and so we're pleased to be able to answer their requests for access to the internet on our trains.

We hope this latest improvement to our services will make travelling all the more enjoyable and productive for all of our passengers. T-Mobile and Nomad have a great track record for delivering these types of projects and we're confident our customers will receive the fast, reliable internet access they require."

**Graham Leech
Executive Director Commercial
Virgin Trains**



Nomad Digital

About Nomad Digital

Nomad Digital is the world's premier provider of high-speed data communication solutions to the transportation sector.

Nomad specialises in the provision of "always on" mobile data solutions to operators, delivering an enhanced customer experience, additional revenues and reduced operational costs. Applications include;

- Passenger WiFi
- Real-time CCTV
- Operational data download
- Integrated media systems

Nomad Digital Ltd
Second Floor, Baltic Chambers, Broad Chare,
Newcastle upon Tyne, NE1 3DQ
+44 (0)207 0 966 966 enquiries@uknomad.com



BUSINESS CASE

High-speed internet between London and Glasgow

Through incorporating the Nomad system onto their fleet, Virgin Trains has secured their position in the UK franchise market as a thought leader.

By researching the market thoroughly, Virgin Trains understood the possibilities that Nomad could offer with a solution able to integrate with their existing passenger systems, enabling them to have total control.

The Nomad platform is fully scalable and provides the basis for many future possible applications, which can be used for both passenger service enhancements and operational applications.

FULLY INTEGRATED APPLICATIONS IN A DIGITAL WORLD

As a pioneer in the UK Rail Industry, Virgin Trains are discussing the possibility of further enhancements to their service, and commercially viable possibilities to improve passengers journey's.

Nomad are a thought leader in developing integrated solutions to offer customers a digital platform using any data channel of communication available. This IP tunnel creates new commercial opportunities for company growth, through improvement of passenger relations, reduced operational costs, and safer working conditions.

