

Delivery of the world's first fleet with on-demand seatback train entertainment system

Railway Interiors Expo Asia 2010

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The Agenda

1. Volo on **Sleeper** and **High Speed Trains**
2. The entire operation – how it is connected and operated
3. Benefits
5. Challenges
6. Successes
7. Passenger feedback
8. Competition and comparison
9. Future plans
10. Conclusions

Volo TV on the Gadget Show

VOLO:TV^{Interactive}

Video...

Volo – Award winning company

VOLO:TV^{Interactive}

The Railway Forum Innovation awards 2006



"Passenger Infotainment Innovation of the Year: Great Western's Night Riviera Sleeper, for the Volo In-Train Entertainment System (ITES)" at the prestigious Railway Interiors Expo 2009 in Cologne, Germany.



Neil Micklethwaite (Commercial Director FGW) and Paul Soor (MD Volo)

The best content locally sourced

VOLO:TV^{Interactive}



Comedy



Kids



Lifestyle



Drama



Factual



Sport

...plus news,
interactive maps,
and more

Volo's priority

VOLO:TV^{Interactive}

Passenger Experience

- Graphical User Interface (GUI) - intuitive, inviting, simple
- Picture Quality – better than DVD quality
- Sound Quality – better than MP3
- Programming Quality – 'Content is King'

Compelling content will

- Drive viewership
- Improve passenger satisfaction
- Encourage repeat travel

On demand functionality gives passenger control and choice of content

The above will deliver a compelling business model



Volo's role



Volo provides the hardware, software, content and operational tools to deliver and run an on-demand in-train entertainment system with new opportunities for the train operating company

Sleeper installation

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Seat back installation



Client: FGW 2005/6



Volo first generation

Client: FGW 2009 to 2016



Below: Servers and Connection box

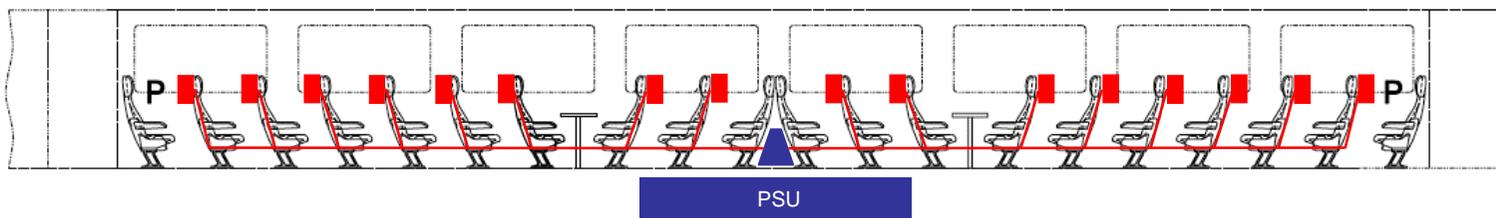
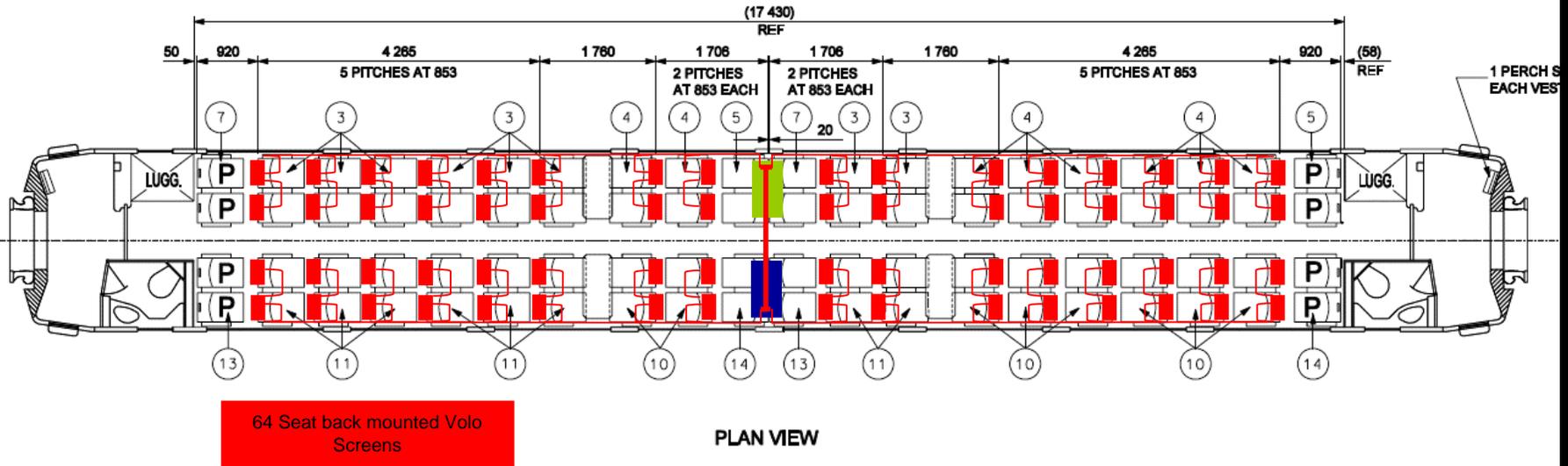
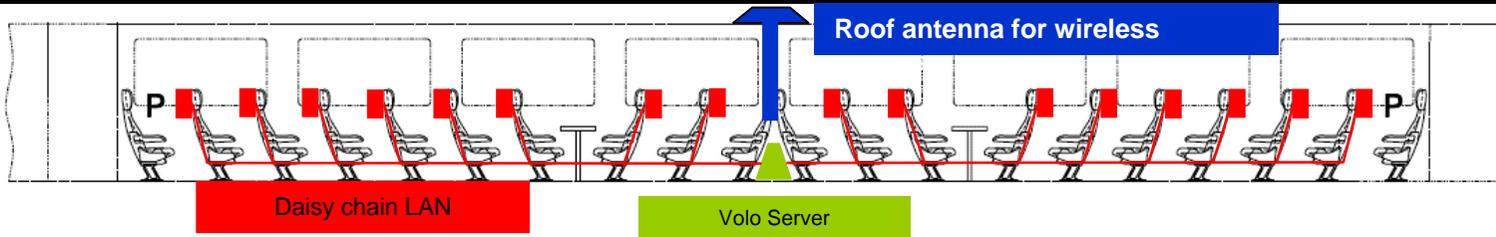


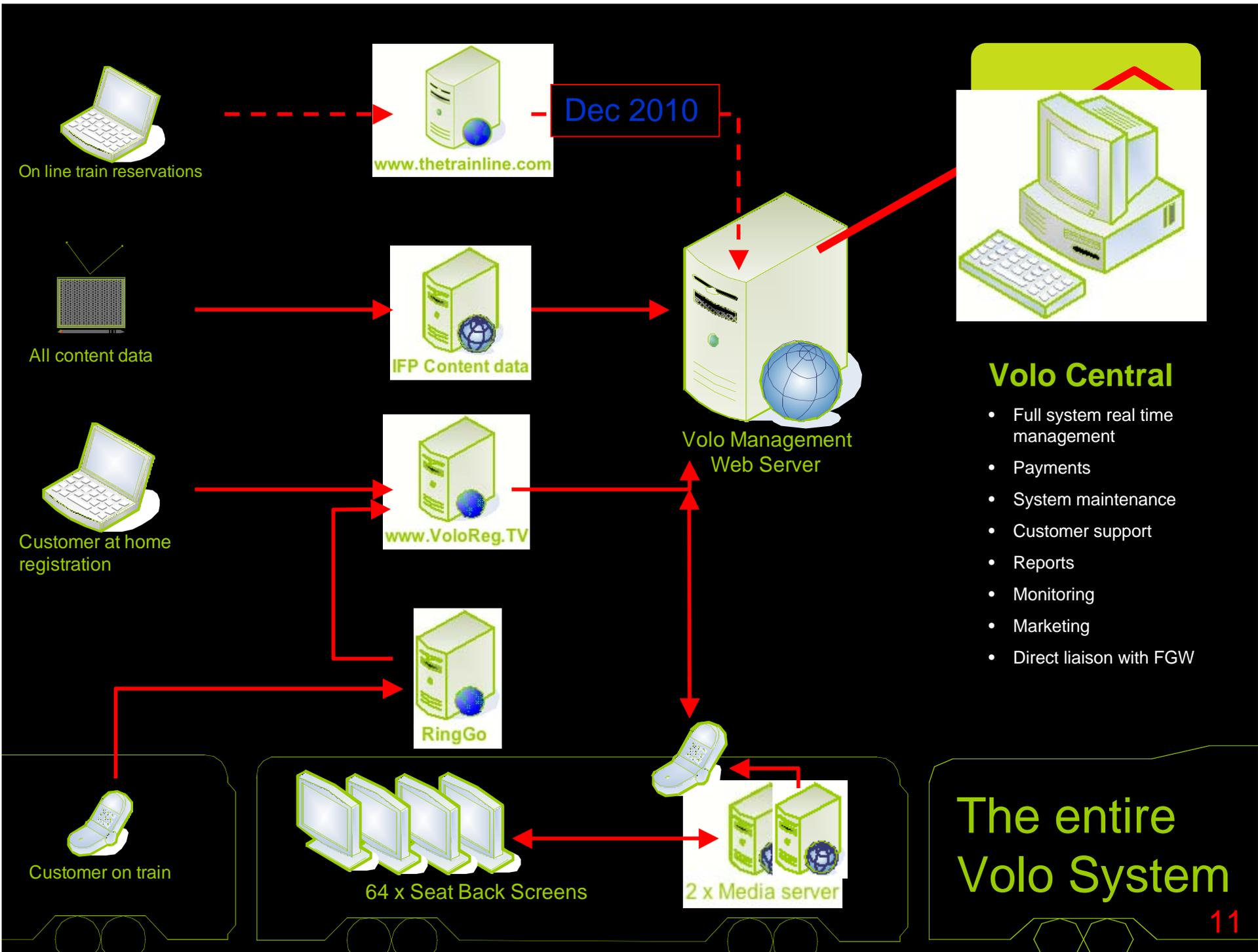
Volo second generation



Volo safety crash testing video...

Technical diagram – sample train install





Volo Central

- Full system real time management
- Payments
- System maintenance
- Customer support
- Reports
- Monitoring
- Marketing
- Direct liaison with FGW

The entire Volo System

Live Demo

VOLO:TV^{Interactive}

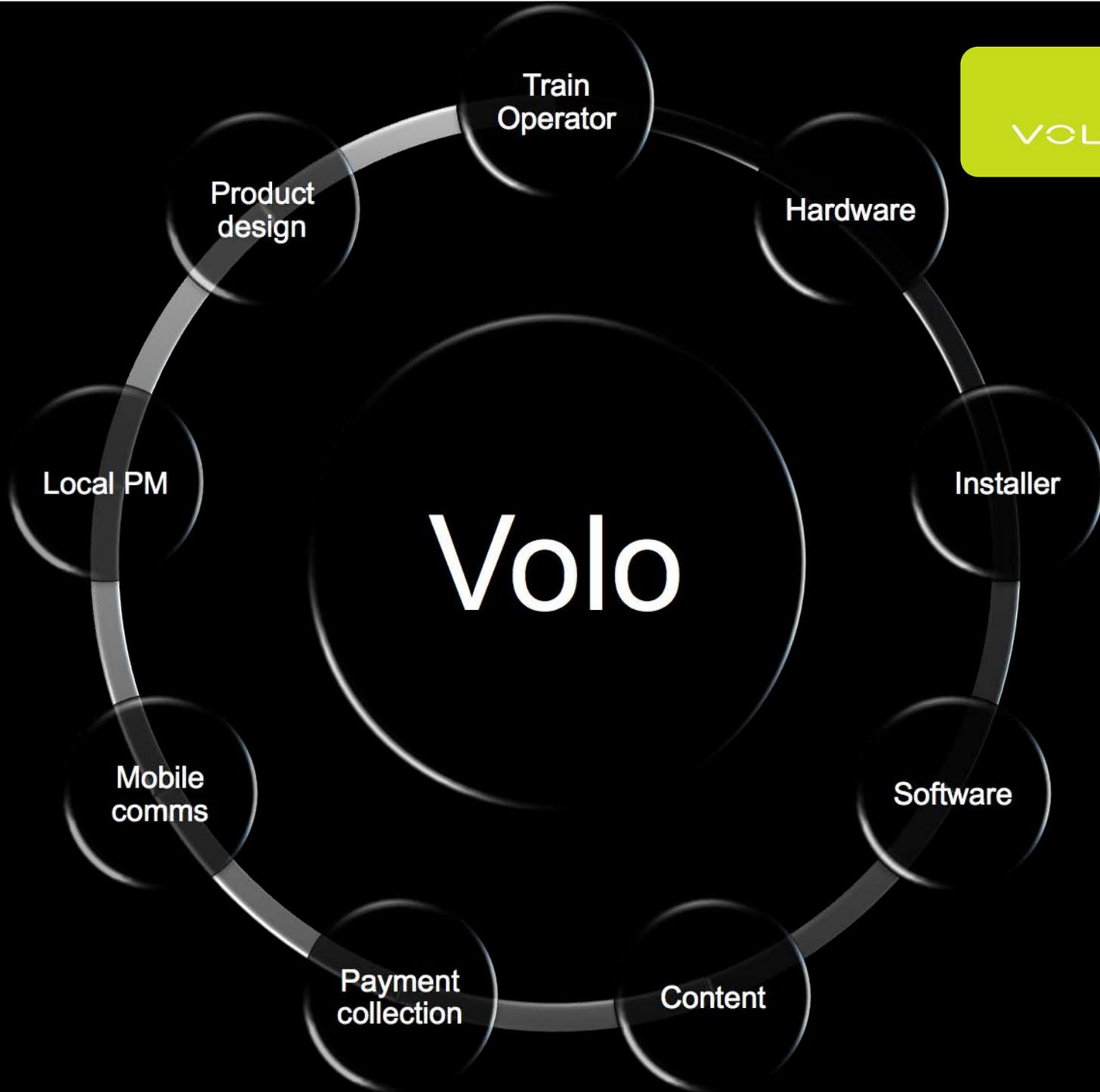
Benefits



- **For the Train Company**
 - New business opportunities for revenue from pay per view, sponsorship and advertising
 - Increased premium ridership
 - Positive publicity and passenger satisfaction
 - Gaining better understanding of passenger behaviour on trains
 - Improved marketing
- **For the passenger**
 - Greatly enhances journey
 - “Shrinks” journey time, less boredom and easier than carrying your own “entertainment”
 - A better alternative to flying
 - Better than any In Flight Entertainment system
 - Many more things to do!



The Project Team



The Project Team

VOLO:TV^{Interactive}



The Challenges

- “Cross-continent” project teams
- Cultural differences
- Some team members lack of railway experience
- Tight timeframe for installation
- Multi-systems / technologies integration
- Configuration Control / Version Control systems
- Quality Control process for hardware production

The Problems Encountered

- Technical problems
 - ▶ Electrical
 - ▶ Electronic
 - ▶ Mechanical
 - ▶ Software Integration
- Management problems
 - ▶ Testing approach
 - ▶ Installation support
 - ▶ Delivery issues (Customs, Deliverer, Packing, etc)
 - ▶ Quality Control
 - ▶ Interface with Train Operator



The Successes

- Totally open and transparent project team (technical and commercial)
- Share pain share gain team spirit
- Committed, energetic and diligent project team (from top to front line staff of each member organization)
- Setting up of mutually agreed Mission Statement and KPI's
- Regular Dialogue – weekly teleconference
- Formation of Steering Group involving top management of each team organisation
- All are proud of being part of the team for the first ITES in the world !

Not a single complaint nor failure for the Sleeper Train ITES for over 12 months' service !

Passenger feedback



My daughter travels regularly between London Paddington and Bridgend and was delighted to discover the TV's in carriage D, to help pass the time

Wow a true revelation and a cracking idea- we gave up reserved seats to swap for 'Volo's' for our London mini break- my son is well chuffed

Congratulations on your launch of Volo TV on FGW trains. Great idea!!



Thanks so much for entertaining my 2 kids

Coach D will be more attractive than First Class

Really surprised at the quality

Kids should be encouraged to read more books. This is terrible!

Love the fact I can pause it when I get a business call

Competition and comparison

- Volo has no direct competition with respect to:
 1. Seat back touch screens
 2. Full video and audio on-demand
 3. Fully managed service
 4. Positive revenue business model
 5. Full content management
 6. Remote centrally based management systems and process
- Volo were the first in the world to implement all the above in full passenger rail service on long distance high speed routes.
- See <http://www.ukipbroadcast.com/video1.html> for more details.

Plans for the future

One stop shop

- It is Volo's aim to be a “one stop shop” provider of world class one – one interactive passengers entertainment services on trains

You run the trains, we run the entertainment

- Volo will do this in a way that does not interfere with the safe, reliable and available service of the trains

World wide partners

- We would like to explore a mutually beneficial business plans focused on a service that brings revenue from *passengers, sponsors, advertiser* and *others*

Conclusions

- The final product is more enjoyable, “faster” train journeys
- Train operators need more than just a technical solution
- Rail issues are unique so need a rail specific solutions
- Passengers enjoy using Volo TV

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Thank you

Your questions are welcome