

The Emerging World of Advanced Multimedia

Alcatel-Lucent Multimedia Suite for Railway



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Agenda

1. Multimedia Opportunity in Railway
2. Delivering Multimedia Infotainment to Travelers

1

Multimedia Opportunity in Railway



Multimedia Opportunities and Challenges for Railway Operators

- How to deliver regular, ad-hoc and emergency info to the passengers?
- How to provide interactive multimedia infotainment services to better engage travelers?
- How to enrich traveler's experiences during travels?
- How to improve internal employee training and information sharing?
- And, how to manage these services in a centralized and manageable way?



The Business Value: Win-Win

For Travelers

- An enriched experience and satisfaction with relevant multimedia (Train info, weather info, TV, VoD, etc)
- Engagement with interactive multimedia (Interactive shopping guides, Video helpdesk, etc)

For Employees

- Multimedia employee communications (regular, ad-hoc or emergency)
- Improved productivity from up-to-date, easy-to-use internal corporate communications (training and information-sharing)

For Railway Operators

- An enriched end-user experience and satisfaction with multimedia
- Streamlined operations from easy-to-use common platform for all multimedia content (live and offline, promotional advertising, corporate communications)
- Employee productivity improvements via internal corporate communications
- Increased revenues and strengthened brand via engagement with public audience
- Peace of mind: "First time right" integration of pre-validated, end-to-end solution for current and future multimedia needs

Corporate TV & video portals

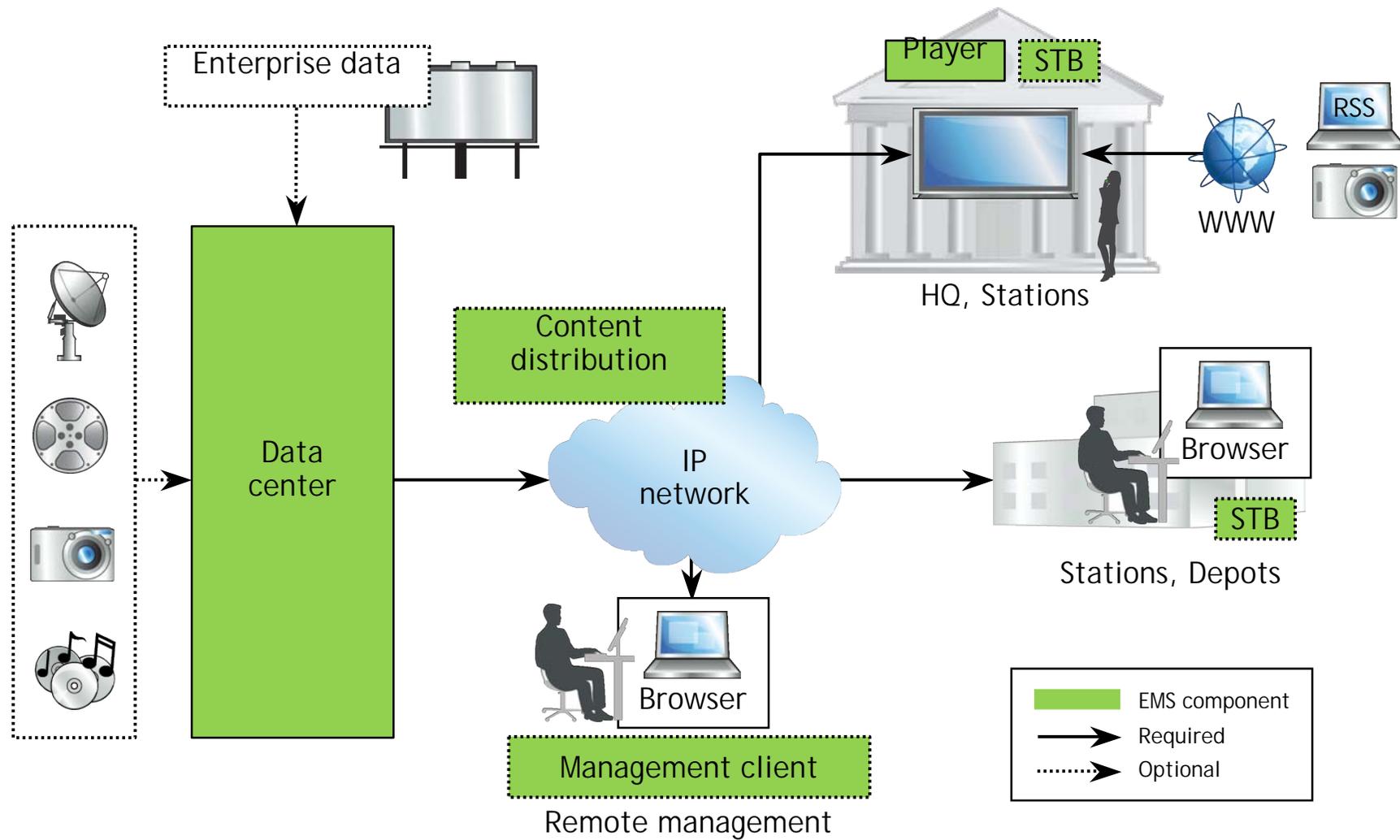
- Easy corporate communication
- Always-on, fast information Everywhere
- Customized training with self service
- Enhanced environment

Digital signage

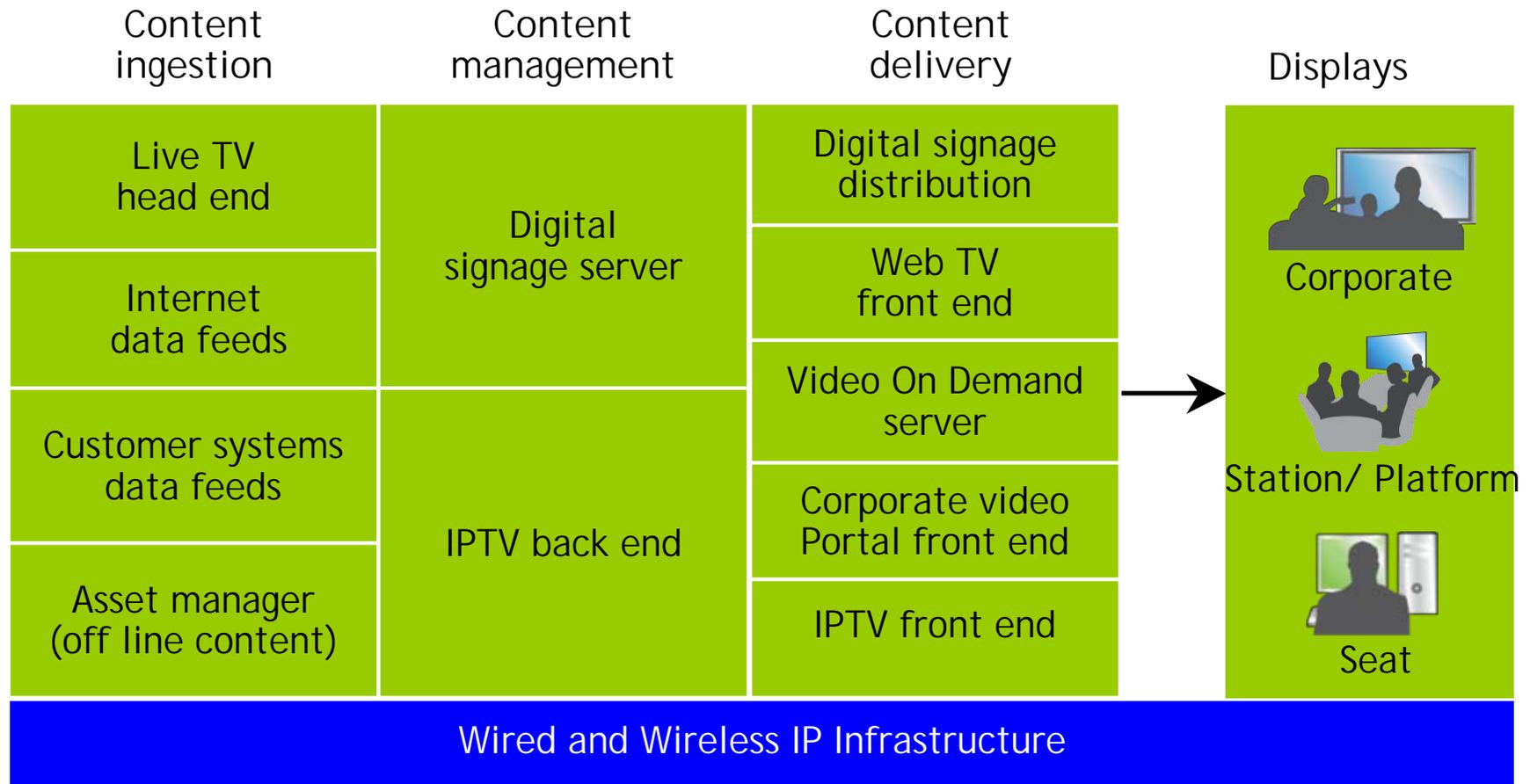
- Increased ad monetization
- Innovative, adaptive and reliable technology
- Reduced operating expenses
- Targeted and personalized interaction with consumers
- Enriched consumer experience

Enterprise Multimedia Suite Overview

Enabling Content Creation, Management, Distribution in Railway Operations



EMS Functional Architecture



2

Delivering Multimedia Infotainment to Travelers



Digital Signage in Railway Station, Platform and Concourse

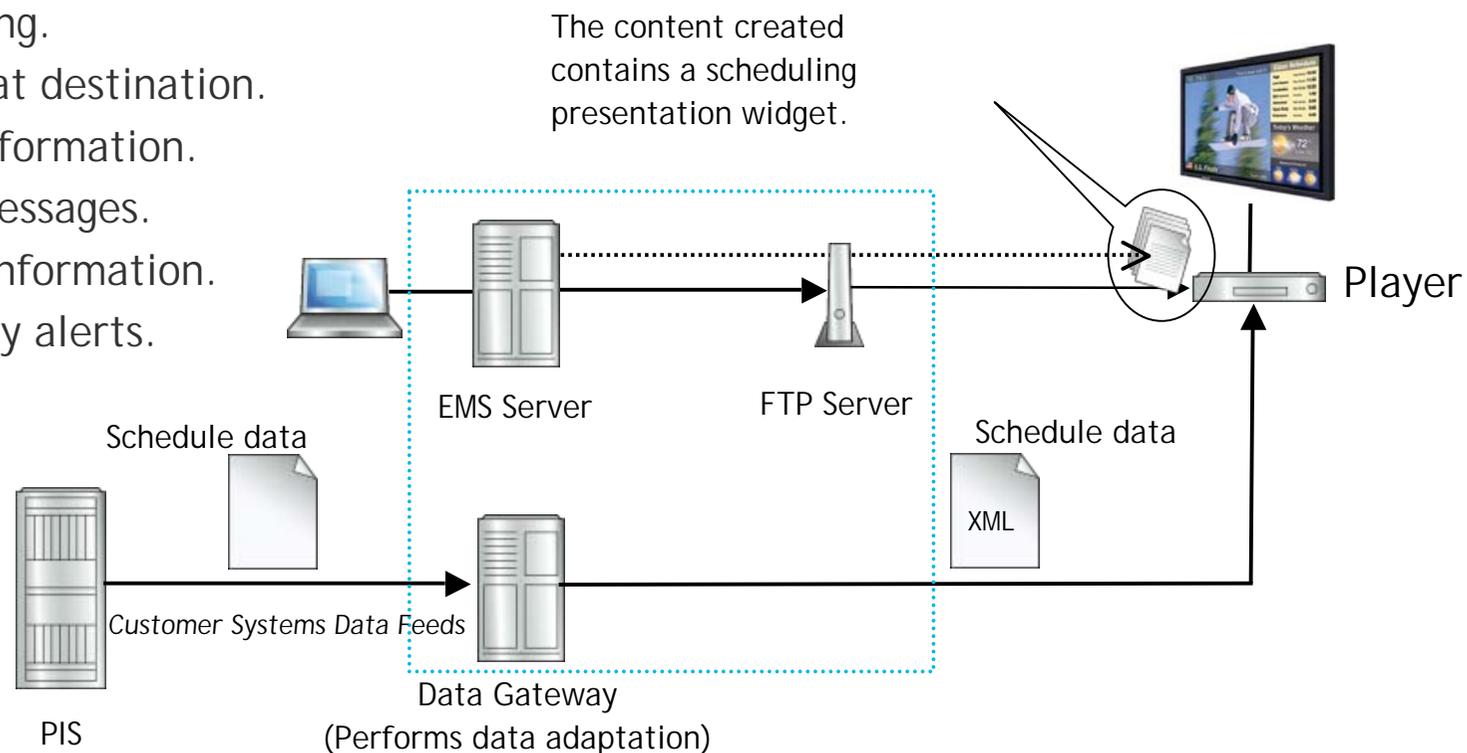
Digital Signage solution to manage the content displayed in the station screens:

- Any type of content: advertising, live TV, entertainment videos, news feeds, weather widgets, station messages, banners, promotions, passenger information.
- Content combined in mosaics and scheduled with playlists.
- Support of triggered content based on external events: for example, change the content in the display due to a station alarm.
- Screens can be grouped to receive the same content.
- Groups can be defined depending on the type of display and its location in the station: displays in the entrance, in the retail shops area, in the platforms.
- A combination of a multicast distributor module and STB can be used for displays that will always show the same content to decrease cost and enforce synchronization: the multicast distributor receives the content and streams it in mpeg4. The STBs receive the mpeg4 stream and render it into each display.

Digital Signage in Railway Station, Platform and Concourse

Delivery of passenger information mixing information from different sources , like:

- Train arrivals and departures.
- Train departure calls.
- Way finding.
- Weather at destination.
- Station information.
- Station messages.
- Security information.
- Emergency alerts.



Digital Signage in Railway Station, Platform and Concourse

DB

* Bustaufen / Comedyshow mit „Wachtmeister Holm“ / Autogrammstunde mit THW Ki



14 Sep 2010

InnoTrans

ANKUNFT (1/2)				
Stunde	Aus	N°	Gleis	Info
22:23	Munich	7568	15	-
22:34	Frankfurt	1526	13	-
22:35	Potsdam	2578	11	Verspätung 10'
22:38	Stuttgart	5456	14	-
22:45	Bremen	4575	19	Verspätung 2'
22:53	Saarbrücken	4556	21	-
22:55	Kiel	1656	12	-
23:00	Magdeburg	4557	22	-

Updated: 6:42:55 PM

Publizität

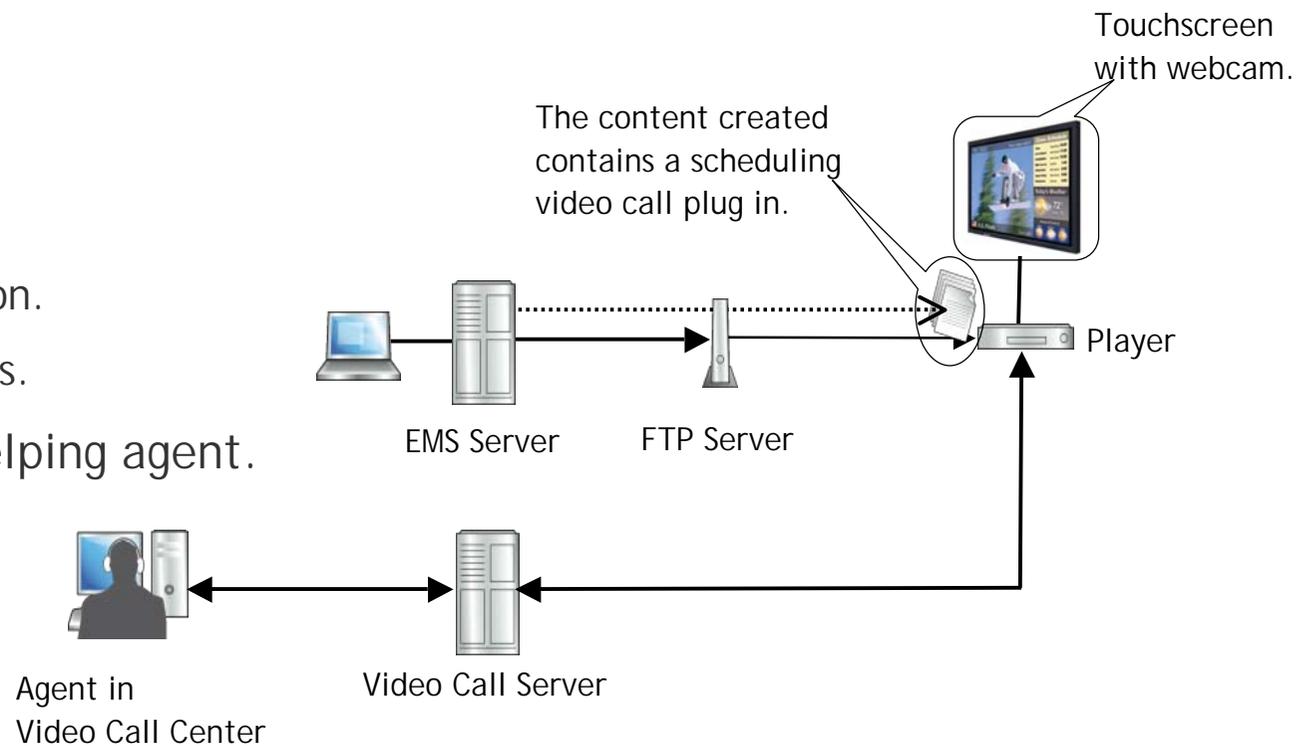


KÖLN
TSG 1899 HOFFENHEIM
Samstag 25 September
15:30

Information Kiosk

Touch screen vertical displays mixing information and interactive applications.

- Information area created in the same way as the previous use case.
- Interactive application to request additional information on:
 - Station locations.
 - Station way finding.
 - Train information.
 - Car rentals.
 - Transport information.
 - Hotels and directions.
- Video call with a helping agent.



Information Kiosk

... in northern Iraq - Iran denying woman will be executed by stor

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3:47:25 pm

Frankfurt Am Main, Germany
Hourly 15:00 - 15:00
Partly sunny
17°C
RealFeel®: 19°C
Winds: NW at 11 kph

InnoTrans

Love the road

DB

Top World Stories: 29 killed in hotel fire in northern

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3:47:19 pm

InnoTrans

Love th...

DB

Paris - Berlin train route

Current time
03:47:24 PM

Next stop
Bruxelles

Elapsed time
01:17:45

Time to next stop
00:02:14

Time to destination
06:39:14

Europe

Paris - Berlin train route

Current time
03:47:19 PM

Next stop
Bruxelles

Elapsed time
01:17:40

Time to next stop
00:02:19

Time to destination
06:39:19

On board TV

EMS is used for individual passenger displays to build a TV service with the following characteristics:

- Typical IPTV service with live TV (*), VoD and Interactive Applications, Interactive Advertising.
- Specific channels showing passenger information: train scheduling information, train map position, train services etc..
- Those channels are created with the EMS-Digital Signage service and distributed to the IPTV service using the multicast distributor module.
- Interactive Advertising.

(*) Live TV will be supported with availability of 4G technologies - e.g. LTE



On Board TV



Alcatel-Lucent Enterprise Multimedia Suite In Brief

Enterprise Multimedia Suite (EMS) is an advanced multimedia solution for managing and delivering all types of digital media content in corporate environments. Alcatel-Lucent offers a flexible, easy-to-use, common platform, with third-party components and full professional services for content creation, content management and content distribution in the corporation. The solution allows enterprise customers to merge different multimedia services and different uses — live and on-demand content, promotional advertising and corporate communications — for a customized mix of relevant content to their business.

www.alcatel-lucent.com

