

Day 1 (June 11th)

8:50 Registration and Coffee

9:15 Welcome Speech from Graham Wilde, CEO, BWCS Ltd

Session One: Making the Business Case for a WiFi on Trains Service – Helping Train Operators Cut Costs

9:30 Using Wireless Services to Help Operators Cut Costs

Moving Beyond the 80/20 Rule
Business Application Case Study - National Express East Coast

Operational Application Case Study

Making the Leap to Smarter Trains

Peter Kingsland, Managing Director, Icomera UK

10:00 WiFi hotspots onboard trains: a doomed technical and business case? Key learnings from successes & failures

Wi-Fi connectivity onboard trains has followed a very slow deployment timeline - only a handful of deployments (SJ in Sweden) have more than 100 trains equipped
What are the technical and economic bottlenecks to roll-out?

Xavier Aubry, Appear Networks

10:30 The new generation of Broadband Radio Train to Track Communication Solution for Rail Transport Systems

Jaime Abad, Business Development Manager, InfoGlobal, Spain

11:00-11.15 Coffee

11:15 Using 21st Century Communications Solutions to Enhance Railway Operations

Future Wireless Applications for Train Operators

Ines Clenjans and Martin Lordan, Nokia Siemens Networks

11:45 Using Wireless Services to Help Operators Cut Costs

Peter Boom, Senior Consultant, Lloyds Register Rail

12:15 Cost and Performance of Satellite Technologies Providing Broadband Internet in a Multi-Train Environment

Henry Hyde Thomson, Director, 21Net

12:45 Lunch

Session Two: What Every Train Operator Should Know Before Launching a WiFi on Trains Service

2:00 How Train Operators Can Judge What They Are Being Offered?

Levels of service and how to enforce them.

To charge or not to charge?

True cost of implementation.

Coverage – black spots and black holes.

Ian Beeby, CEO, Peak Intelligence (Ian has been part of a team advising a UK operator on its current procurement)

2:30 Evaluating the use of cellular networks as backhaul for Wi-Fi service on trains

Understanding the benefits and pitfalls of using cellular networks as a backhaul technology.

Evaluating if there is sufficient coverage over a route using measurements.

Implications of any coverage holes.

Alternative solutions in areas of poor cellular coverage.

Steve Leach, CTO, Red-M

3:00 Speed Networking

3:30 How WiFi on Stations can add coverage along the line and help add cost-saving applications for train operators

Using the station as a high speed hub.

Extending coverage out of the station.

Station to station and trackside as a means of

delivering high speed communications cost-effectively.

Mark Collin, Cityspace

3:55 Providing WiFi access across mass transit environments

A Case Study from the San Francisco Trials

Cooper G. Lee, Founder and CEO and Michael

E Cromar, Chief Financial Officer, WiFi Rail Inc

4:25 Delivering WiFi Services on Long-Distance High-Speed Trains – the true story from Spain

Train Operator needs and requirements.

SOTM for High Speed Train environment.

SOTM tests in High Speed Trains.

Trials preparation.

Quantitative and qualitative results.

Acorde Technologies, Spain

5:00 Panel Session: What are the most important requirements for Train Operators Considering a WiFi on Trains Service?

5:30 End of Proceedings and Closing Remarks, Graham Wilde, BWCS

5:45 Cocktails, Sponsored by 21Net

Day 2 (June 12th)

Presentations and Exhibition Demonstrations

8:45 Registration and Coffee

9:15 Welcome by BWCS

Session Three: Expanding and Speeding up the Deployment of WiFi on Trains

9:30 Chance Favours the prepared mind: Notes from a Mobility@Rail Advisor

Why are we talking about Mobility

Transformation @ Rail?

Overview Best Practices: "Multi-service, Multi-operator"

Recommendation #1: "Not Invented Here?"

Turn vendors into partners"

Recommendation #2: "Forget Rail, Focus on the ServCo"

Recommendation #3: "Telcos: Friend or Foe?"

Your Vision: Rail as the new mobile operators

How to make this a reality? 4-Step Approach

Pieter Zylstra, Mobility@Rail, Singapore

10:00 Mobility with TGV

The train operator's point of view : priority to

quality of service and client's expectations.

Marketing target and content of the service.

The technical solutions adopted.

Conclusion : driving both "time to market" and

"innovation".

SNCF

10:30 WiFi on Trains – Closing the Gap

Internet in Trains and Stations - the present

offering at Deutsche Bahn

Roll out of WiFi on Trains Since 2006 – Current

Status and Future Plans

Adding values - services and solutions for the

near future

Improving and accelerating internal operational

processes.

Dr Werner Clas, Deutsche Bahn

11:00 Coffee

11:15 Another New Service: WiFi on Trains in Denmark

Business Model

Implementation Plans

Results of Pilot Programme So Far

Kenneth Hansen, DSB Commercial

11:45 WiFi Services in Fast Speed Trains: the Thalys User Experience

First results of WiFi services implemented in

Thalys trains across Europe. Key lessons from

an implementation side to the end users side.

Stephane Savary, Thalys, and Alain De Cort,

Nokia Siemens Networks

12:15 Panel Session: What can operators and suppliers do to accelerate the deployment of WiFi on train services

12:45 Lunch - Sponsored by Nomad Digital

Session Four: Success Stories for WiFi on Trains Services – the View from Round the World

2:00 WiFi on SJ Trains – Four Years down the Line

Thomas Oberlander, Project Manager, WiFi on

Trains, SJ Trains, Sweden

2:30 Balance is the Key Consideration Our Experience says so

Keith A Dunbar, Snr V.President, Parsons

Corporation

3:00 Coffee

3:15 The Evolution of Train Communications Systems

Market developments over the last 12 months

- Case Studies.

Evolving business models.

Jay Saw, Nomad Digital

3:45 Moovera: Moving from Buses to Trains

Jim Baker, CEO Moovera

4:15 WiFi on Trains – Successes around the World

Vincent Ma, Head of Transportation, Colubris

4:45 Panel Session: What are the common factors shared by successful WiFi on Trains services

5:20 Conclusions and closing remarks, BWCS