



**GoView**

World-Class Onboard Entertainment

# Welcome to the Future of Onboard Entertainment

As a proven way to both improve the passenger experience and increase revenue through additional ticket sales, passenger entertainment has evolved from being a premium offering to a 'must have' for transport operators today.



With entertainment services successfully deployed globally on road and rail, Icomera and its wholly owned subsidiary GoMedia are uniquely positioned to deliver innovative, tailored solutions for operators looking to launch onboard entertainment for their fleet.

Our **GoView entertainment portal** provides a wide range of content including movies, TV shows, eBooks, audiobooks, newspapers, magazines, games and music, and can be supplemented with additional solutions including passenger Wi-Fi and real-time information. Whether it's through offering movies or box sets, news, sport or weather, we create the right mix of high-quality content to reflect your brand and meet your passengers' needs.

GoView content is hosted on Icomera's on-board equipment, seamlessly updated and delivered directly to passengers' devices. This means there's no need for travellers to download an app, and no need for operators to install or maintain seat-back screens. What's more, the content is accessible even when there is no Internet connectivity to the vehicle, providing a fully reliable solution across all routes.

**In short, Icomera provides everything you need to deploy and support your onboard entertainment system.**



### **Boost Passenger Satisfaction**

Independent assessments have shown that GoView can lead to significant increases in Customer Satisfaction Scores (CSAT), ridership, retention, and brand loyalty.



### **Reduce Connectivity Costs**

GoView is hosted locally on the vehicle. This keeps content available even in circumstances when there is no external connectivity, and reduces data costs associated with streaming media sites.



### **Create Additional Revenue Streams**

Engaged passengers attract premium advertising and sponsorship opportunities. Additional revenues can be earned through at seat ordering, upgrades, and affiliate programs.



### **Icomera-Integrated Entertainment**

GoView works seamlessly as part of Icomera's centralised connectivity platform, and requires no additional hardware to be installed on board vehicles.



### **Fully Managed Services**

We take care of everything from content licensing, user experience design and development, to technical integration, delivery and the ongoing monitoring and management of your solution.

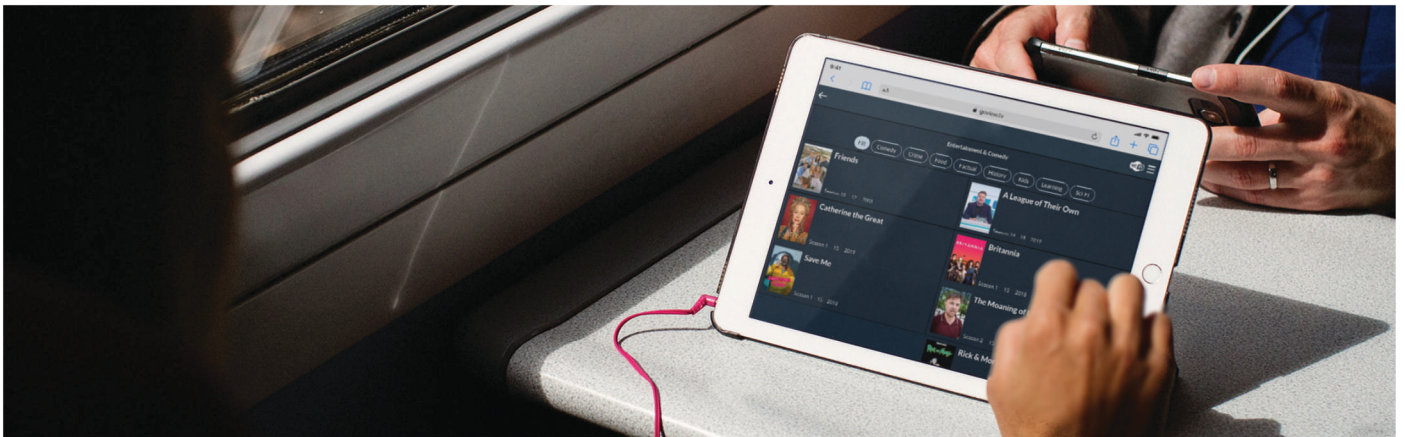


### **Worldwide Expertise and Experience**

Working with transport operators in North America, Europe, Asia and Oceania, we are the global experts in delivering passenger-centric services.

# Let Us Entertain You

GoView delivers an industry-leading onboard entertainment experience, allowing passengers to watch Hollywood movies and popular TV shows, play games, read bestselling eBooks, digital newspapers and magazines, and listen to audiobooks and other spoken-word content while they travel.



## Expand Your Offering



### Bespoke Content

News and weather clips can be sourced from reputable broadcasters and updated in near real-time during the day. It's even possible to offer client-produced or sourced content via the GoView platform.



### Industry-leading Wi-Fi

GoView pairs perfectly with a passenger Wi-Fi solution from a data cost-saving perspective; since entertainment is hosted locally, operators can reduce the connectivity costs associated with their passengers streaming content such as videos over Wi-Fi.



### Real-time Journey Information

Live travel information including progress of the current journey and onward travel options can be included in the GoView portal experience. Just as with entertainment content, journey information is stored locally on the vehicle, so passengers can always get the latest information, regardless of connectivity.



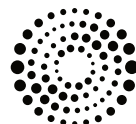






## Unrivalled Media Partnerships

Content is crucial to the success of your entertainment service. Thanks to our long-established relationships with the rights holders of the world's leading TV, movie and online content, we can tailor the right mix for each operator and its passengers - from the latest Hollywood blockbusters, to breaking news, to the latest cute cat on the web.



REUTERS



# How GoView Works...



## Delivered Direct to Smart Devices

A huge bonus of GoView is that all entertainment content can be streamed directly through a web browser on a passengers' own smart device, whether it's a smartphone, tablet or laptop – This means there's no need for passengers to download an app, and no requirement for operators to install or maintain seat-back screens.



## Offline Content Delivery

Specifically designed for the transport industry, our studio-approved Digital Rights Management (DRM) solution allows content to be accessed by passengers, even in periods where there is no connectivity to the vehicle. This "content-first" flow is critical for operators whose vehicles travel through geographical areas where connectivity is an issue (e.g. tunnels or remote rural environments).



## Remote Updates

An entertainment service can only be successful if its content is kept up to date, otherwise regular passengers will quickly become bored; GoView can be deployed remotely with no need for visits to vehicles.



## Smart Syncing

From using depot and station Wi-Fi, to LTE, ethernet and more, content can be synced in a variety of different ways. System rules can be put in place to meet specific operator requirements; for example, content syncing can be programmed not to happen during peak hours if operators prefer to assign the entire data capacity to passengers during these periods.

# Fully-Managed Services

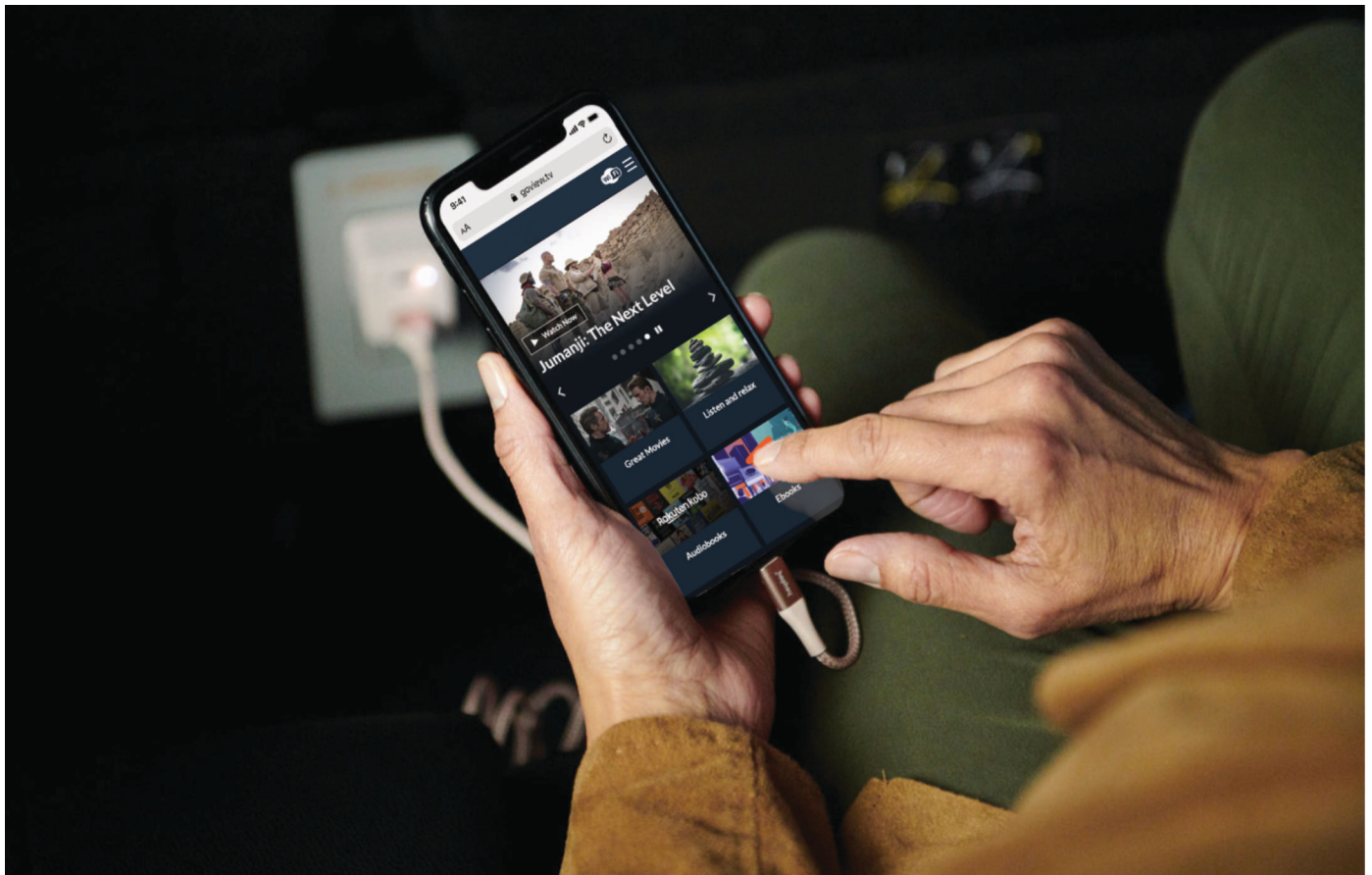
We deliver an end-to-end solution, including content licensing and management, user experience design and development, technical integration, cost effective delivery, and ongoing monitoring and management – removing the burden from our clients.

## Interface Design

Each GoView portal is custom branded according to a client’s guidelines, can be translated into multiple languages, and can feature banner advertising and pre rolls before the content.

## Content Strategy & Licensing

We manage and license all content on a client’s behalf. Content can be sourced worldwide and is processed in the cloud.







## **In-Portal Advertising**

We work with your agencies or can recommend specialist media agencies to deliver a compelling mix of advertising and sponsorship that ensure revenues to you are maximised.

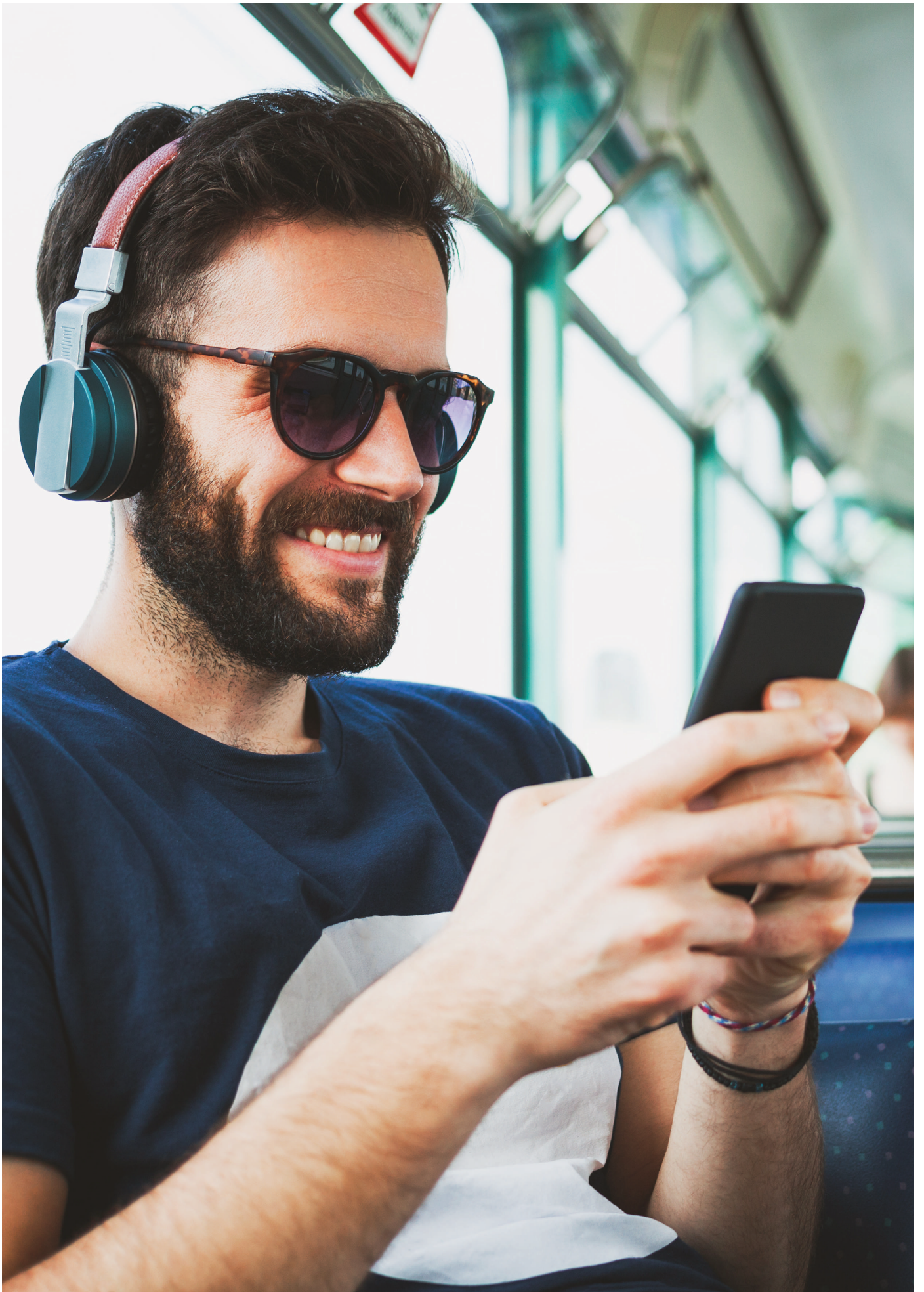
## **Data-Driven Analytics**

By analysing GoView usage data, it's possible to see what types of entertainment content passengers are looking at, and use this to further optimise the travel experience.

## **Exceptional Support**

We offer round the clock reactive and proactive support for clients, helping maintain unbroken coverage, resolving incidents in a timely manner, and contributing to a high-performance environment.







# Get in Touch Today...



**At Icomera, we work in partnership with clients to build long-term relationships. We listen to your needs and advise you on the solutions that fit your requirements, with room to grow in the future. We are with you through the installation process and over the entirety of a solution's service life. We can point to our proven track record of successful projects, providing relevant case studies on request.**

To find out more about how we can help you, contact [enquiries@gomedia.io](mailto:enquiries@gomedia.io) today

## About Icomera

Icomera is the world's leading provider of integrated connectivity solutions for trains, trams, buses and coaches, serving millions of passengers and tens of thousands of onboard systems on a daily basis.

We deliver the fastest, most reliable and secure Internet connection available to a moving vehicle, supporting a wide range of digital applications which increase passenger satisfaction, enhance operational efficiency, and improve safety and security.

Our solutions make transport more attractive for passengers and part of a smarter, safer, greener future for everyone, accelerating the transition towards a carbon-neutral world.





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