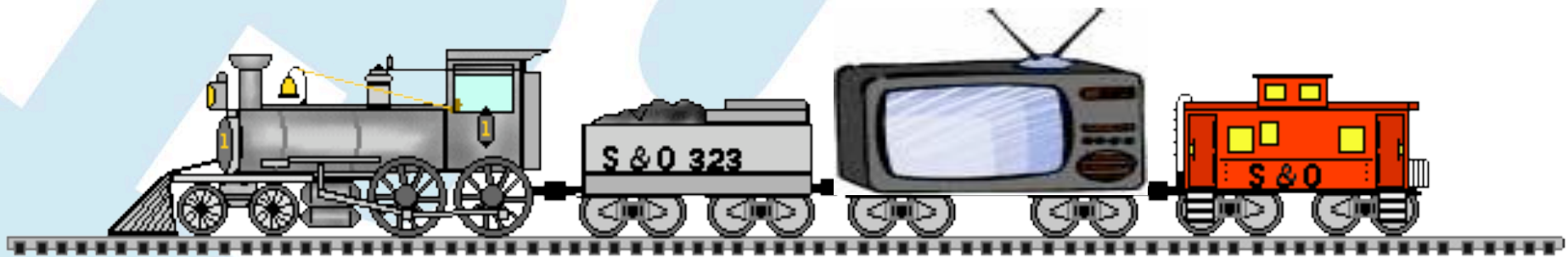


# Portable Media on the Rails



**Brian Lynch**  
**Vice President,**  
**Sales**

**Portable Media Players**  
**Rail Carrier Agreements**  
**Non-ticketed Revenue**  
**Wifi Connectivity**  
**Content diversity**  
**Provisioning**  
**On-board security**

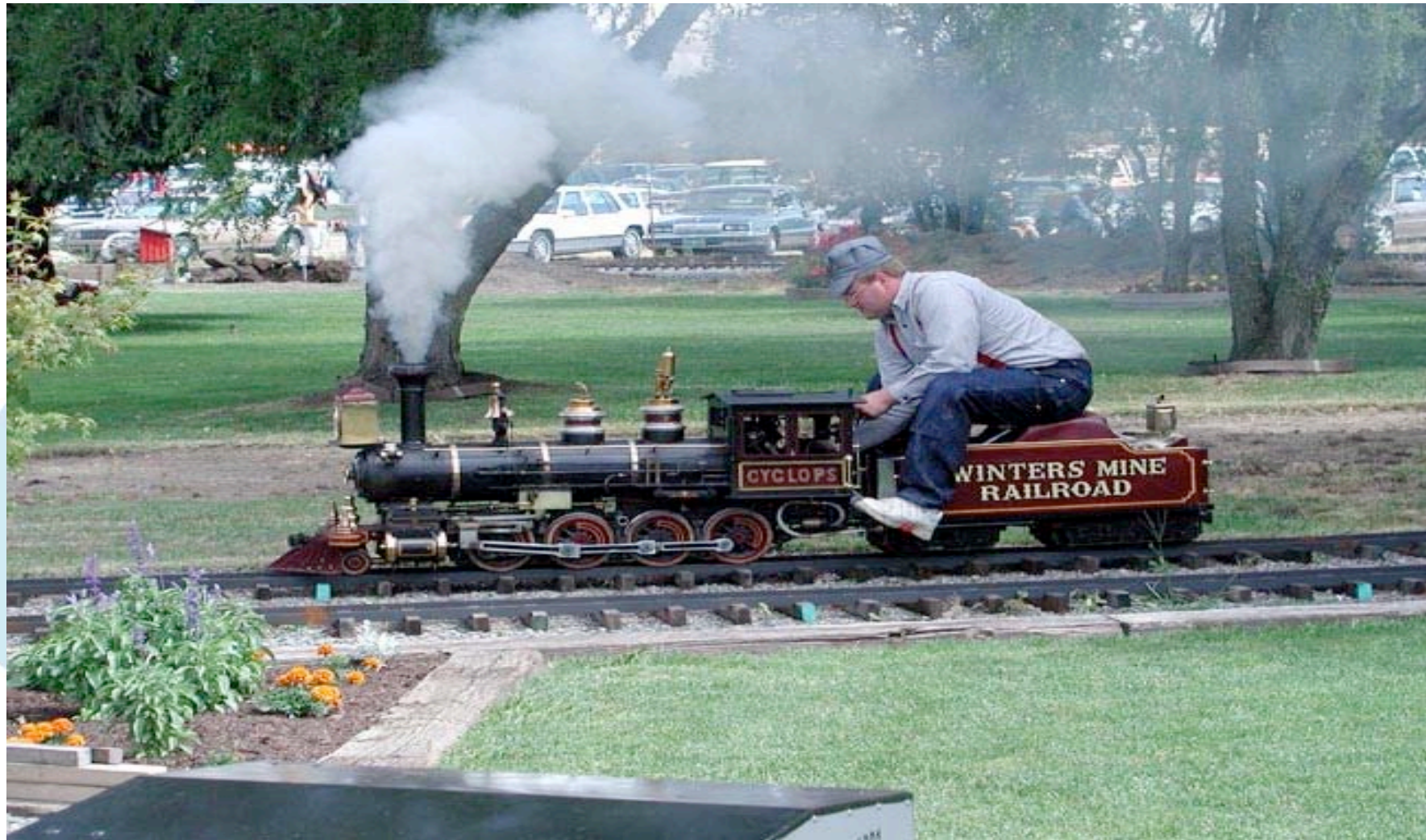


## AUSTRALIA'S GREAT TRAIN JOURNEYS



*The requested content is loading  
Please wait . . .*





## Portable Media Players

- convenient form factor
- no install delays
- lightweight
- freedom of movement
- ease of maintenance
- ease of content changes





## **Rail Carrier Agreements**

- Purchase
- Lease
- Revenue share



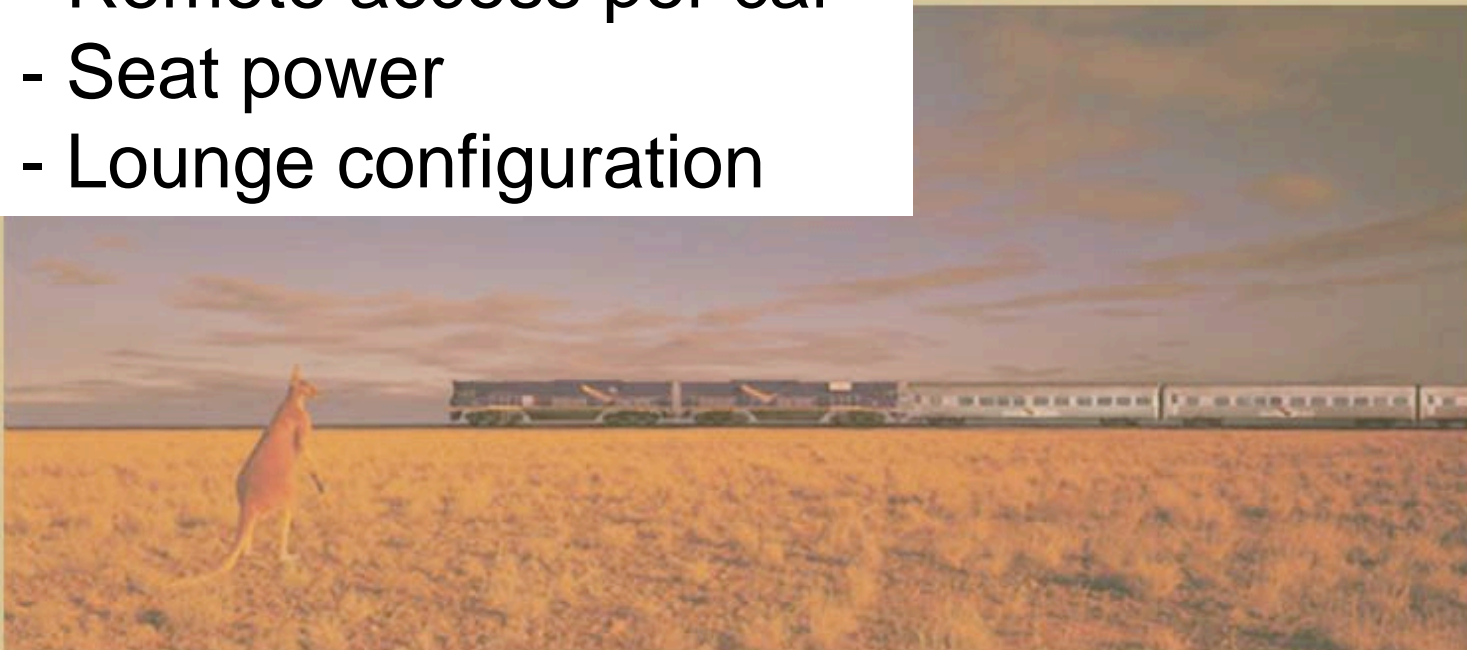
## Non-ticketed Revenue

- Ad impressions
- Travel partners
- Destination information
- Luxury packages



## **Wifi capability**

- Remote access per car
- Seat power
- Lounge configuration





## Content diversity

- Customized GUI
- Movies, music, TV shows, music videos, video games
- Surveys
- Ebooks
- Crew training
- Shopping



## Provisioning

- crew support
- food service support
- host station



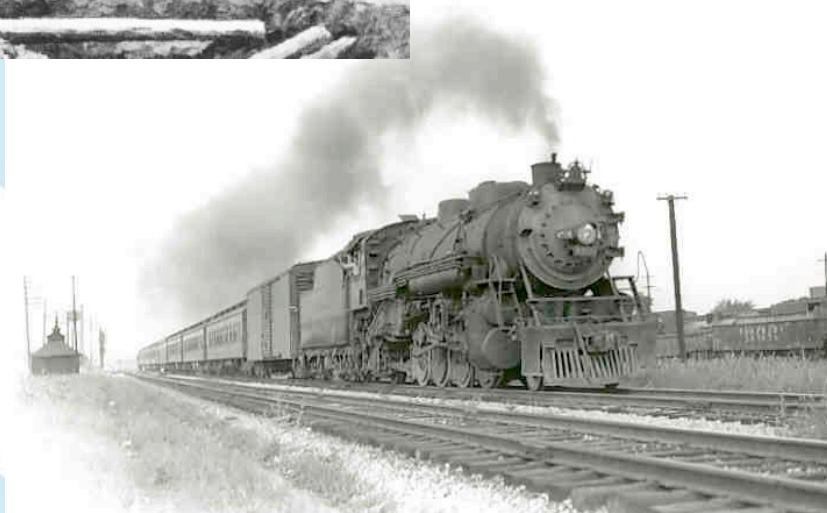
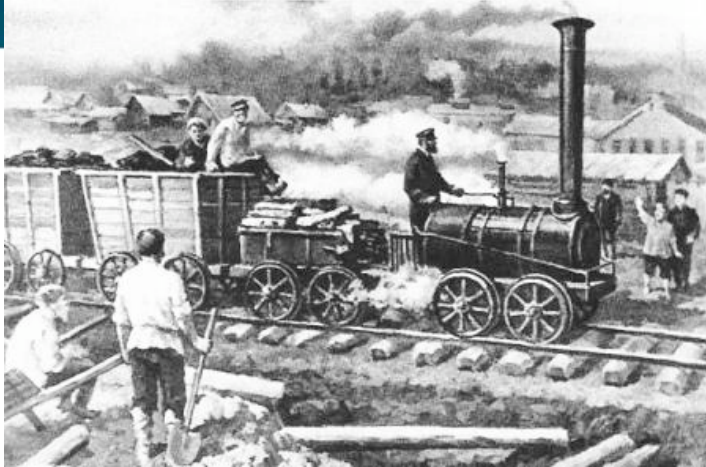




## **On-board security**

- RFID tag system
- credit card security deposit
- passenger data





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