

FOR IMMEDIATE RELEASE

Icomera and GoMedia deliver onboard entertainment package to National Express

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4G Wi-Fi and multi-media onboard Infotainment will soon be available to passengers travelling on all 622 National Express coaches across the UK.

The leading public transport operator announced that the free VUER (View, Unwind, Enjoy, Relax) service will be available to passengers travelling on select coaches later this month, with the full rollout due to be completed by summer 2017.

Icomera, the world leader of Internet connectivity for public transport, will support the 4G Passenger Wi-Fi, while GoMedia was chosen by National Express to supply Infotainment content on the basis of its strong track-record of providing high-quality media. Passengers will be able to enjoy films, catch-up TV, games and more.

As well as delivering the 4G Passenger Wi-Fi, Icomera will host the GoMedia Infotainment content as a virtual application on its high-performance mobile access and application router, the Icomera M4X. This eliminates the need for additional onboard hardware such as a dedicated media server.

Regular media content updates will be pushed to National Express' coaches remotely over-the-air and stored locally on the Icomera M4X hardware. This means that passengers will stream fresh media content directly from the vehicle, instead of over the Internet, freeing up the Wi-Fi bandwidth and providing a better experience for those using the service for email, social media and general browsing. As an added benefit National Express will also see a reduction in the cellular data costs associated with offering Internet-based services.

Dave Palmer, Managing Director of Icomera UK, said: *"Having supplied onboard Internet solutions to National Express Group since 2007, we are proud to deploy our latest generation of top-quality 4G Wi-Fi alongside our Infotainment partner, GoMedia."*

Chris Tibbetts, Global Head of Digital Solutions for National Express, said: *"At National Express, we pride ourselves on the quality of our passenger experience. Our onboard technology is changing the face of coach travel. By working together with Icomera and GoMedia, we are providing both a strong 4G Passenger Wi-Fi connection, and a top-quality Infotainment offering for our customers."*

About Icomera

Icomera is the world's leading provider of open Internet connectivity and application platforms for passenger transport and public safety. Its award-winning products are deployed on rail, road and sea, serving millions of Wi-Fi users every week across the globe and providing high-speed access for fleet tracking and mission-critical onboard systems.

Icomera is headquartered in Sweden with wholly owned subsidiaries in the United Kingdom, United States, France and Germany, and channel partners worldwide. For more information visit www.icomera.com.

About GoMedia

GoMedia creates industry-leading infotainment platforms for rail, coach and transport companies, including Eurostar and Virgin Trains, helping customers monetise existing onboard Wi-Fi infrastructure and revolutionise their passenger experience with world-class entertainment, information and advertising content, hosted onboard and delivered to passengers' own mobile devices.

With outstanding content offerings, from blockbuster films from major studios including Universal Pictures and Warner Bros, catch-up TV, box sets including Poldark, Fear the Walking Dead, House of Cards and Peaky Blinders, cartoons and games, to digital newspapers and magazines, GoMedia gives passengers fantastic entertainment packages that reflect and extend brands.

GoMedia also generates significant ancillary revenue opportunities for customers, including Pay TV, sponsorship, enhanced data, passenger upgrades and at-seat ordering, among other options. www.gomedia.io

About National Express

National Express is the UK's largest coach operator and delivers 19 million journeys per year, approximately a third of which are to airports. www.nationalexpress.com



Image: Passenger using a smart phone to run the VUER NXP app inside the new fleet of double decker coaches

(http://www.icomera.com/wp-content/uploads/2016/11/AF_188_DOUBLE_DECKER_COACH_NXP.jpg)

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