

Icomera On-Board Internet Service Is Just The Ticket

GNER enjoys fast return from new wireless Internet service, at 77 per cent per week across the Board, with growth among First Class passengers more than doubling on a weekly basis.

For Immediate Release

GÅRTEBORG, Sweden/EWORLDWIRE/Sep. 20, 2004 --- Just three months after launch, UK train operator GNER is looking at a fast return on its new on-board wireless Internet service from Icomera. Not only are passengers using the service in ever greater numbers, the operator is also seeing an increase in the percentage of passengers travelling in first class where the service is provided free.

In fact, use of GNER's wi-fi service is currently growing at 77 per cent per week across the Board, with growth among First Class passengers more than doubling on a weekly basis. More significantly 2.5% of Standard Class wi-fi users have upgraded to First Class tickets.

Such is the reliability level of the service that the amount of time that each user is spending online has also grown - from an average of 45 mins in June to around 70 mins per person at the end of August.

The service, which is available to both First and Standard Class customers, is provided by creating an on-board wireless network using WiFi technology. The on-board network can then connect to the wider internet using a combination of satellite and mobile network links to provide a constant communications service.

GNER director Shaun Mills said: "Obviously it's early days for the service but these figures are very encouraging. Certainly, the movement we have seen towards first class travel, coupled with the increasing daily usage - both in terms of actual users and time spent online - speaks volumes for the potential power of the service."

Indeed, GNER research carried out earlier this summer among the company's first class passengers found that 67 per cent said that they would definitely use the service again and 88 per cent said they would recommend it to colleagues. The same research found that 25 per cent of respondents would travel more often with GNER if it was available on all trains.

Mr Mills continued: "The idea that you can shop, work or relax on-line whilst travelling at high speed and in comfort on one of the most picturesque routes in Britain is rapidly capturing the public imagination."

The on-board service is being provided by an Anglo-Swedish partnership between UK-based Sea Containers Rail Services (SCRS)- an affiliate of GNER - and Swedish wireless pioneers, Icomera - the first, and still the only, company to have developed commercially available wireless Internet access services for train operators. This is the result of a superior technical solution, that guarantees for GNER, 100% connectivity up and down their London - Scotland route.

GNER currently offers its wireless internet service on six of its rebuilt electric 'Mallard' trains. The facility will be installed on ten of the new-look trains by the end of October. Further details from www.gnermobileoffice.co.uk

About Icomera

Icomera is the world's first commercial provider of wireless Internet access on trains, with 2 existing commercial customers, GNER in the UK and Linx AB in Sweden. The company's solutions are primarily intended for transportation vehicles; including trains, buses and trucks, where a reliable and optimised wireless Internet connection is required for the secure transfer of data between a moving vehicle and the Internet. The company was founded in 1999 and is headquartered in Gothenburg. www.icomera.com Michael Johansson, CEO, Icomera AB, +46 31 760 6251

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