



Press Release
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5G for Public Transport: UK Accessibility Project Featured in National Science and Technology Museum, Taiwan

- **A London-based company making public transport more accessible for visually impaired passengers is demonstrating the applications and benefits of 5G connectivity to visitors of the National Science and Technology Museum in Taiwan.**
- **94% of users in the trial were able to find elements they were previously unable to locate.**
- **88% would be totally in favour of extending the solution onto the full public transport network.**

March 10th, 2022, LONDON, UK – GoMedia, a London-based company developing consumer facing digital solutions for transport operators, is working to make public transport more accessible for visually impaired passengers through 5G-enabled technology.

Collaborating with West Midlands 5G, funded by West Midlands Combined Authority, and the government department for Digital, Culture, Media and Sport, GoMedia first demonstrated its accessibility solution on West Midlands Metro Tram 35 - the UK's first 5G-enabled tram – in 2021.

Now news of the project has travelled six thousand miles across the globe to the National Science and Technology Museum in Taiwan.

Two million people living with visual impairments in the UK are unable to complete at least part of their journeys on public transport independently. The project's solution, developed in collaboration with the Royal National Institute of Blind People (RNIB), provides timely and accurate information to passengers who need additional assistance when travelling on the UK public transport network, either in the station or on the vehicle.

Passengers simply hold up their smartphone. The device automatically recognises any NaviLens BIDI codes in view and connects to GoMedia's live cloud-based passenger information system over cellular networks or the onboard Icomera Passenger Wi-Fi to retrieve the desired information.

The reduced latency of 5G increases the speed of data delivery to personal devices, improving current location tools. The increased capacity of the 5G-enabled onboard Wi-Fi also allows passengers to

stream more content-rich augmented reality (AR) location-based videos while traveling on the moving vehicle.

Roger Mathews, Managing Director of GoMedia, explains: *“Previously the level of content-rich, location-based information needed was not possible due to a lack of the necessary technology and infrastructure. Now, thanks to 5G, relevant information is being transmitted to passengers’ devices in the format that they require”*.

The National Science and Technology Museum in Taiwan has included the project in its newly reopened telecommunications gallery, showing visitors that 5G is about so much more than streaming services.

CJ Lu, Exhibition Division, National Science & Technology Museum in Taiwan said: *“In our museum we have an exhibition gallery for telecommunication. We are updating its original 4G content to 5G, adding more information about what 5G can do for the physically challenged. We are pleased to introduce West Midlands Metro Tram 35 to people in Taiwan”*.

Roger Mathews added: *“We are proud that our project is promoting an important use case for 5G in public transport and setting an example that other countries can follow when it comes to creating better, safer, and more accessible experiences for passengers”*.



Image: GoMedia Accessibility: App in Action
([View Full Resolution](#))



Image: GoMedia Solutions Showcased in Exhibition Gallery for Telecommunication
([View Full Resolution](#))

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About GoMedia

GoMedia creates award-winning infotainment platforms for rail, coach and transport companies, including Avanti West Coast, Greyhound Buses (USA), TransPennine Express, SBB (Switzerland), Capitol Corridor (California) and more. In September 2020 GoMedia was acquired by Icomera, a subsidiary of EQUANS and the world's leading provider of integrated connectivity solutions for public transport. GoMedia is helping to deliver The Connected Journey, improving the onboard experience through world leading entertainment, live passenger information, and a range of messaging solutions delivered to passengers' own mobile devices. For more information, visit gomedia.io

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.

A wholly owned subsidiary of EQUANS, Icomera is headquartered in Gothenburg, Sweden, with main offices in the the United States, Canada, France, Germany, Italy, and the United Kingdom. Find out more at icomera.com

About EQUANS

EQUANS is the world leader in multi-technical services, with 74,000 employees in 17 country hubs and an annual turnover of over 12 billion euros.

EQUANS designs, installs and provides customised solutions to improve the technical equipment, systems and processes of its clients and to optimise their use through their energy, industrial and digital transitions. Thanks to a strong territorial footprint through historical local brands and excellent technical know-how in their clients' businesses, EQUANS' highly-qualified experts are able to support territories, cities, industries, and buildings in HVAC (heating, ventilation and air conditioning), Cooling and Fire protection, Facility Management, Digital & ICT, Electrical, Mechanical & Robotics.

EQUANS is the number one company on the main European markets (France, Belgium, the Netherlands and the UK) and is also well ranked in the US and in Latin America. EQUANS is a separate entity of ENGIE.

About ENGIE

Our group is a global reference in low-carbon energy and services. Together with our 170,000 employees, our customers, partners and stakeholders, we are committed to accelerate the transition towards a carbon-neutral world, through reduced energy consumption and more environmentally-friendly solutions. Inspired by our purpose ("raison d'être"), we reconcile economic performance with a positive impact on people and the planet, building on our key businesses (gas, renewable energy, services) to offer competitive solutions to our customers.



Turnover in 2021: 57.9 billion Euros. The Group is listed on the Paris and Brussels stock exchanges (ENGI) and is represented in the main financial indices (CAC 40, Euronext 100, FTSE Eurotop 100, MSCI Europe) and non-financial indices (DJSI World, DJSI Europe, Euronext Vigeo Eiris - Eurozone 120/ Europe 120/ France 20, MSCI EMU ESG, MSCI Europe ESG, Euro Stoxx 50 ESG, Stoxx Europe 600 ESG, and Stoxx Global 1800 ESG).

About WM5G

West Midlands 5G (WM5G) is a multi-million-pound programme from the West Midlands Combined Authority and the government department for Digital, Culture, Media and Sport. Its mission is to accelerate the adoption of 5G technology in its local communities of Birmingham, Coventry, Wolverhampton, Dudley, Sandwell, Solihull and Walsall.