

Innovation in Passenger Experience & Onboard Services

Software solutions
IT architecture



PaxLife focuses in the innovation of digital services to passengers

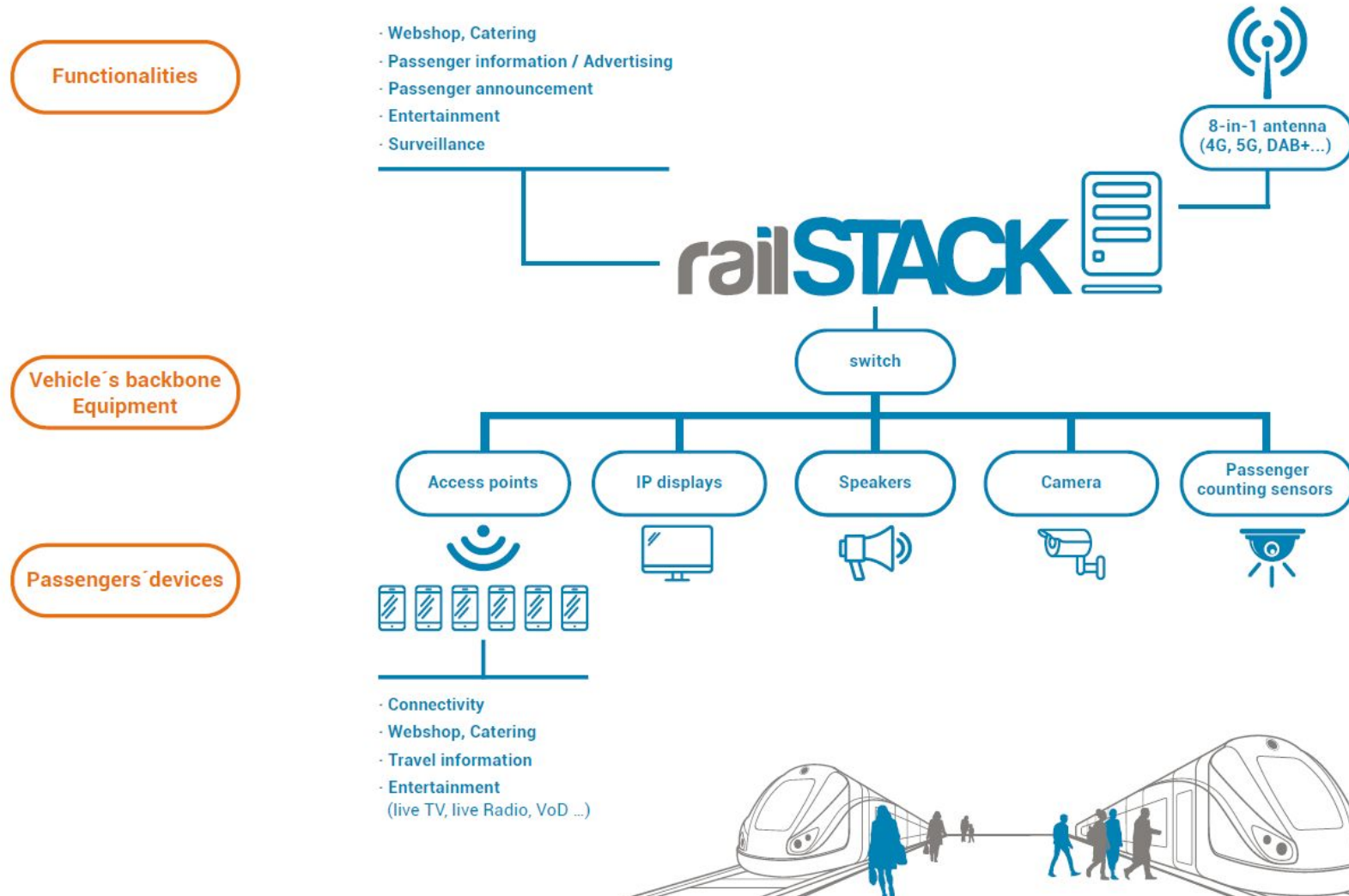
- entirely in Software
- all combined in one generic platform to update and operate across the fleet on trains, buses, trams, undergrounds, etc. at the click of a mouse...

The PaxLife's range of solutions covers:

- Passenger information and infotainment via display, audio, smartphone and at stations
- WiFi service (with our partner Onway AG)
- Entertainment: support of VOD from media streaming services, DAB+ radio broadcast and live TV relay
- A web-shop and monitoring tool for an at-seat order service (digital catering) and additional revenues
- Landing page / portal / operator's app for passengers to access the transport operator's range of services



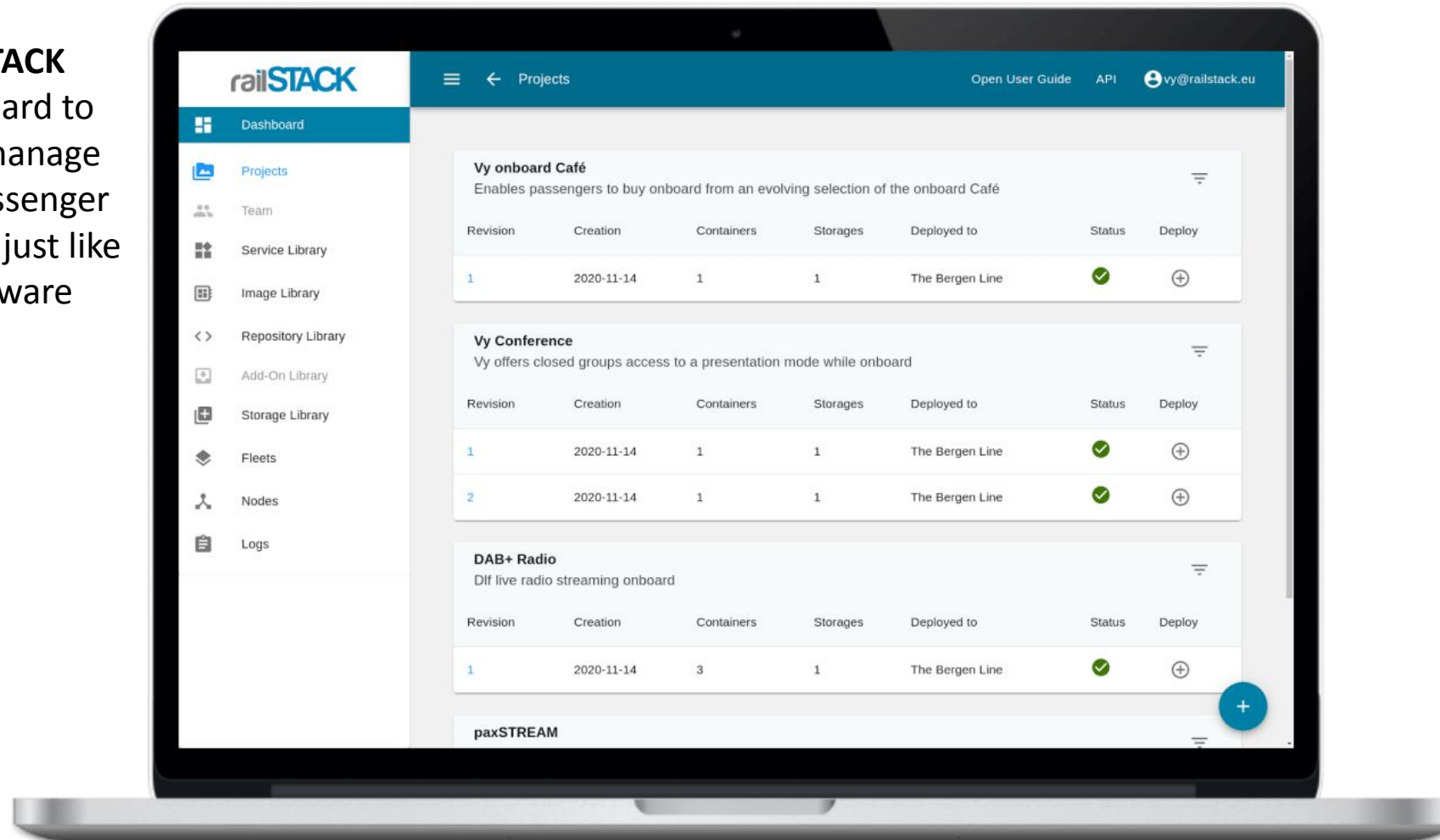
Core product : the railSTACK platform, all passenger-related functions in one software service, abstraction layer to all hardware



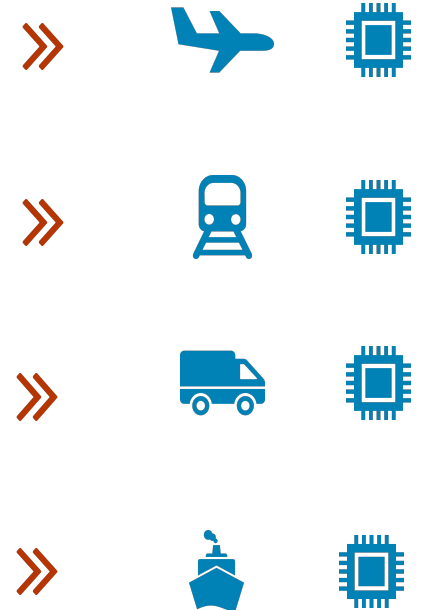
fitting existing equipment
future-proof
reliable
highly flexible architecture
modular and scalable

The railSTACK platform, to easily create, deploy and manage any services to your selected fleet

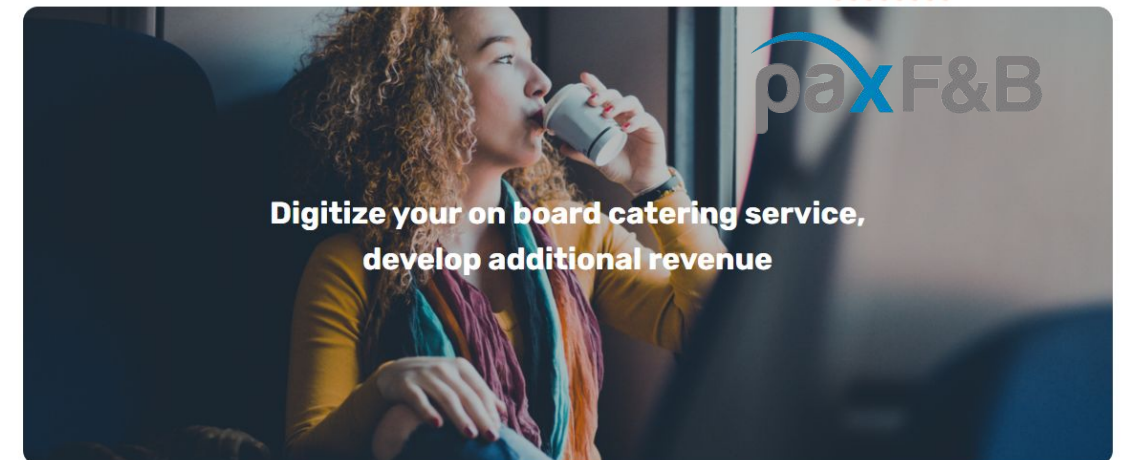
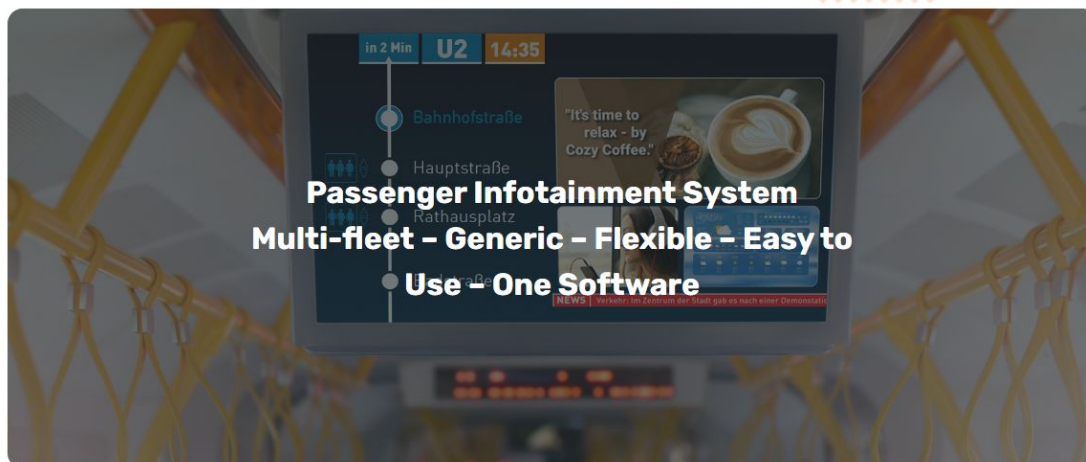
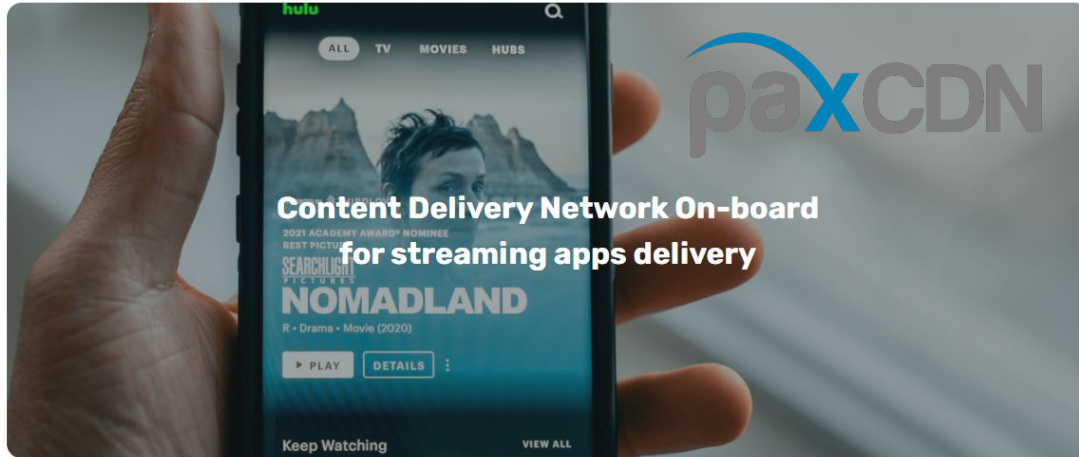
railSTACK
dashboard to
easily manage
your passenger
services, just like
a software



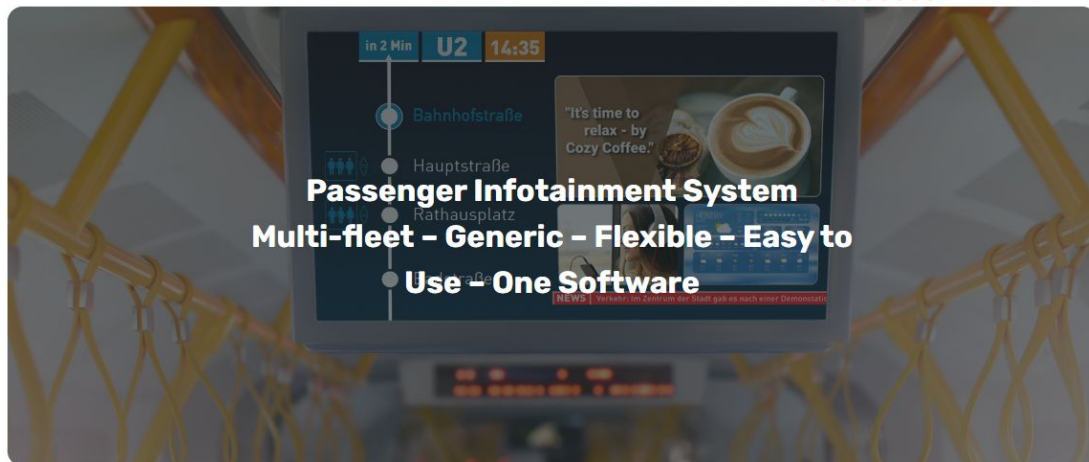
thanks to the hardware
abstraction layer it
provides, railSTACK fits any
vehicle, existing or future



Portfolio of Solutions - railSTACK based



Portfolio of Solutions - railSTACK based



Unified Passenger Information Software Platform

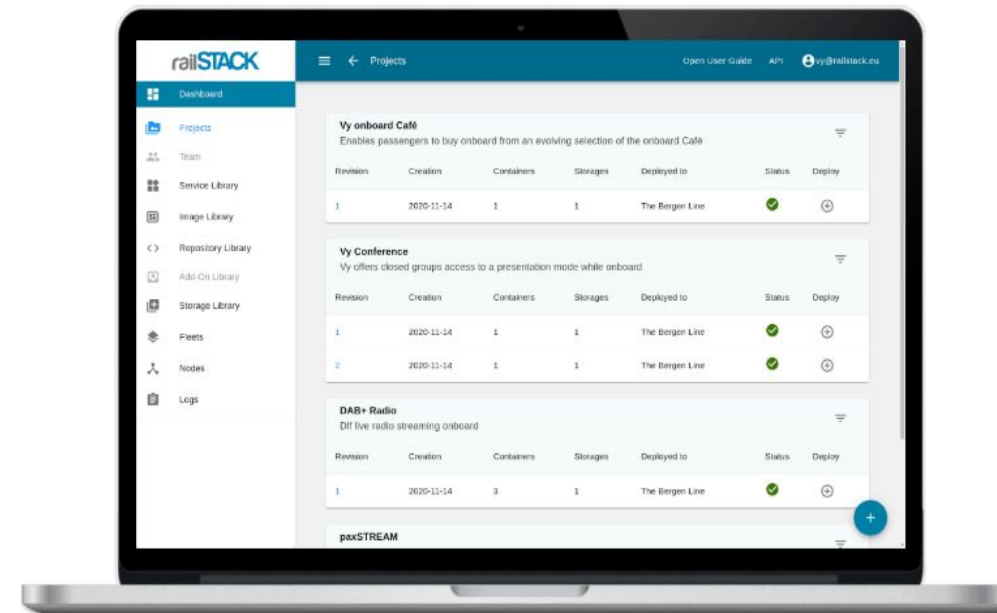


- ❑ To manage the Passenger Information regardless of any vehicles and equipment, existing or future,
- ❑ To combine on one platform real time travel information & infotainment, incl. from external & dynamic sources (news, weather, points of interests, advertising providers...),
- ❑ To freely design & reliably deliver content & information
 - ❑ in a consistent manner
 - ❑ whether on board vehicles, for displays at stations or on the passenger's smartphone (portal)
- ❑ An empowering solution & commercially open offer

Completely Hardware Independent



- ❑ paxCMS integrates with
 - existing hardware & new hardware
 - adapts to different configurations
- ❑ Highly reliable solution
 - software component executed in the vehicle
- ❑ Open platform combining with your own or third- party apps and systems
- ❑ Unified delivery, design and display to any information channels -
 - on-board screens, smartphones, speakers, in vehicles or at stations

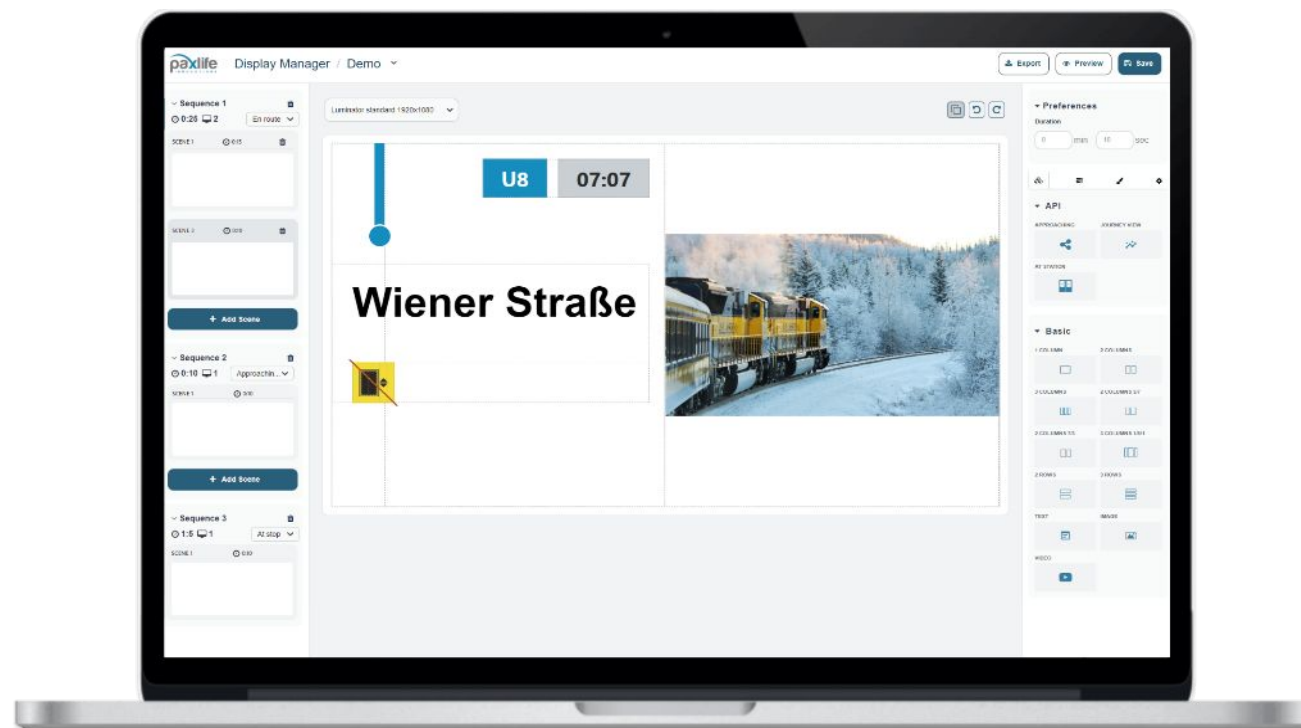


railSTACK sublayer of paxCMS provides
the abstraction layer

Powerful Playlist and Layout Editor for display and portal



- ❑ User-friendly software for operators to easily create layouts & playlists, without programming knowledge,
- ❑ Combines in one system real time travel information & infotainment - even from external elements,
- ❑ Incorporates dynamic logic to allow each display to behave according to time, vehicle's location and given guidelines (triggers),
- ❑ Allows updates and deployment at short notice, targeted at fleet or sub-fleet,
- ❑ Applicable to display and portal design, with similar capabilities.



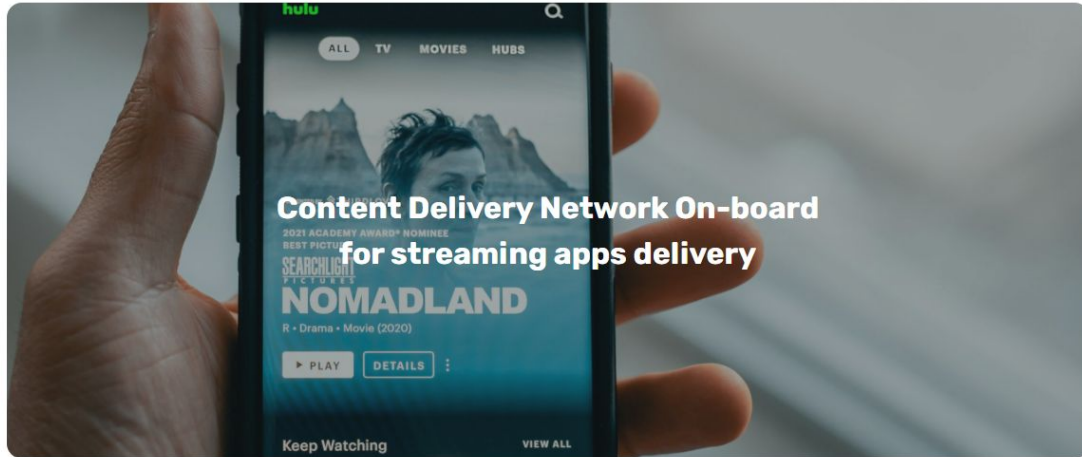
Portal: the ecosystem of services easily accessible and scalable to other offering



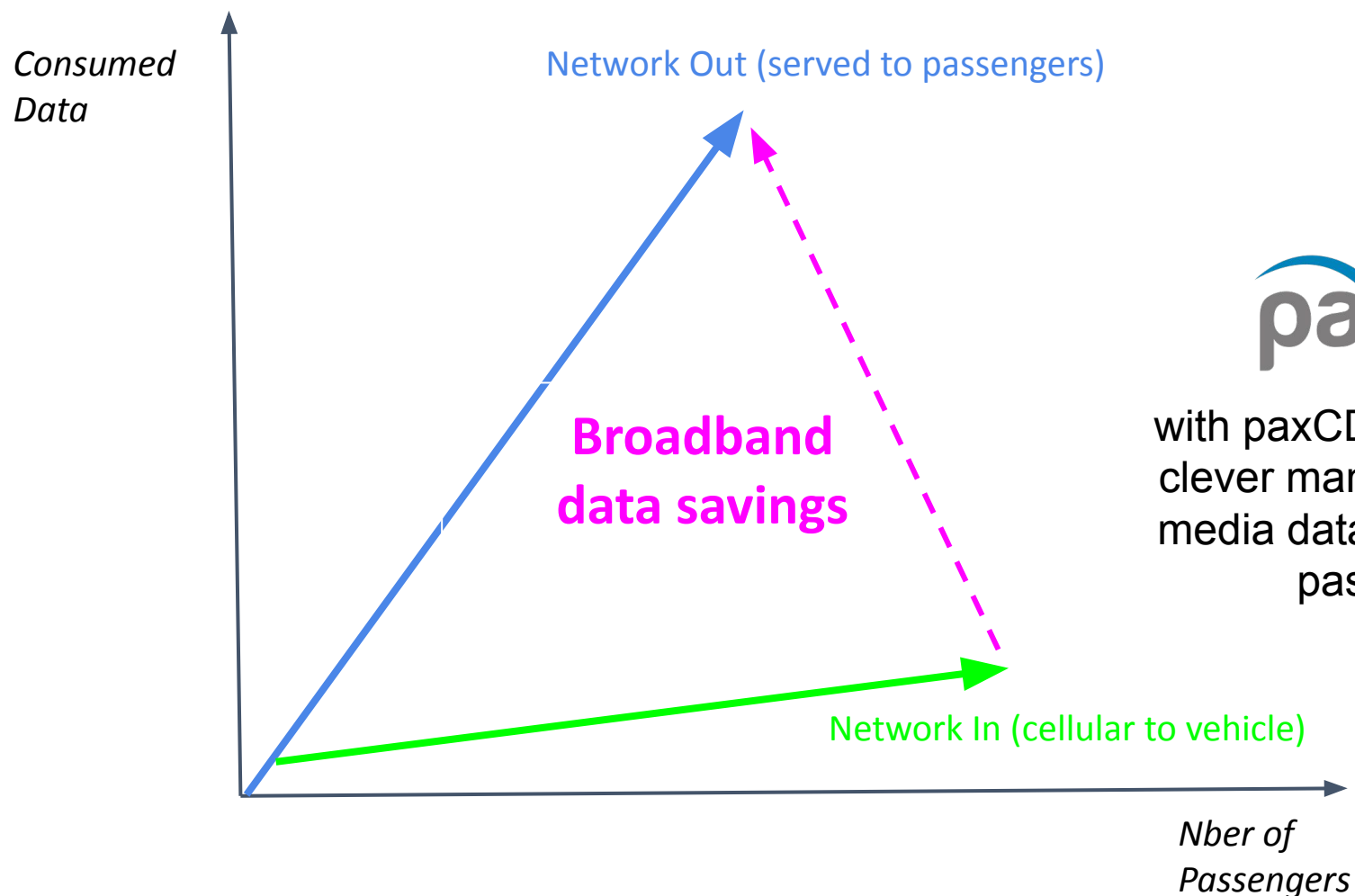
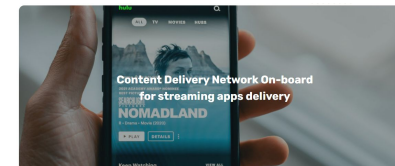
- Moving map
- Route display and status
- Digital radio services
- Streaming applications
- Offline programmatic advertising market place for in-vehicle displays
- e-shop, at-seat ordering for F&B items
- or simply use railSTACK and load your own digital service...

illustration customizable to your own design

Portfolio of Solutions - railSTACK based



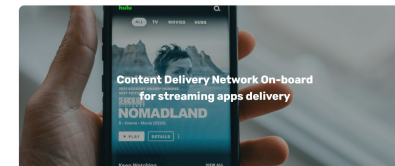
paxCDN allows passengers to stream onboard their services like at home, and optimise your Wi-Fi offer



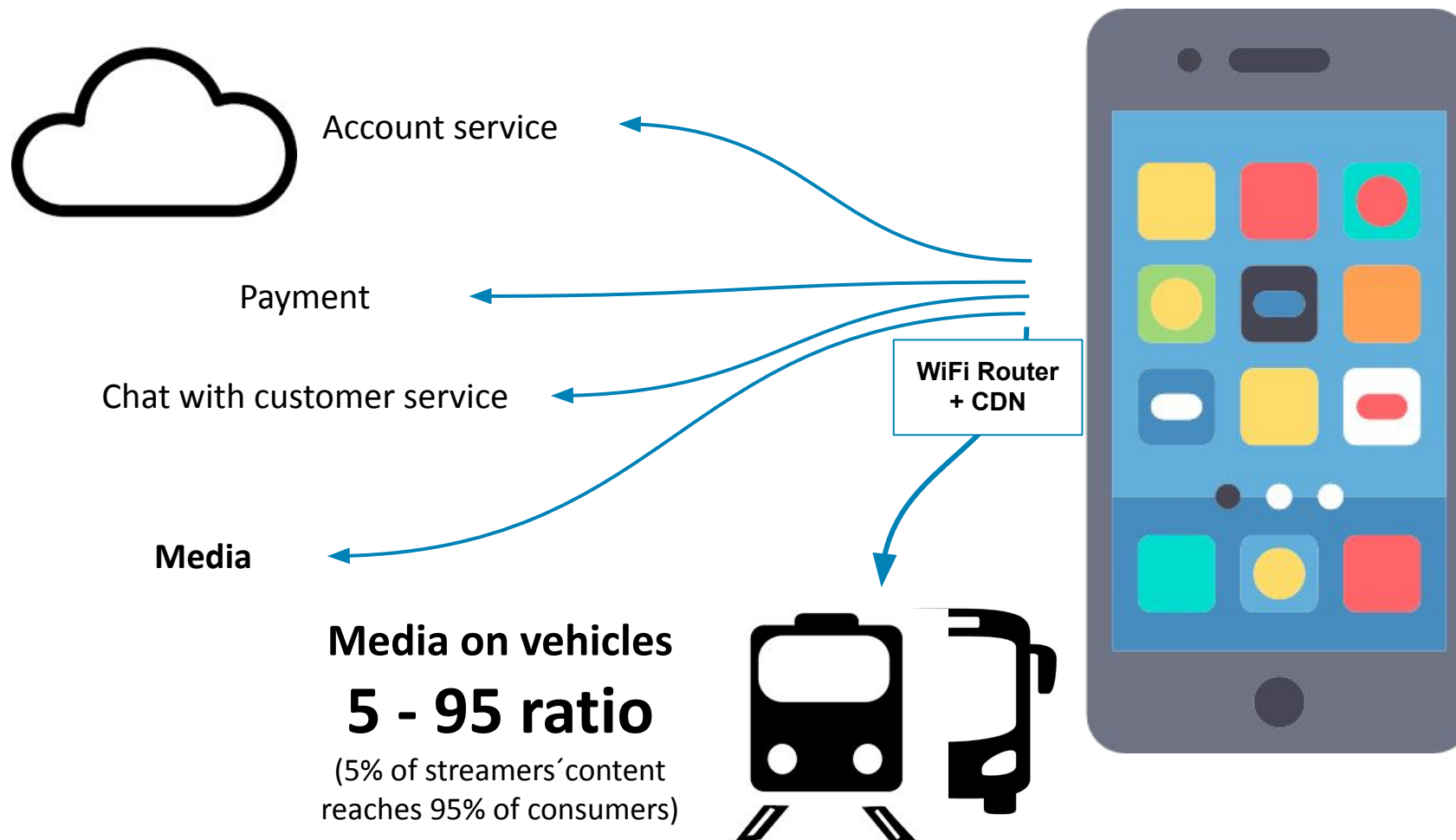
paxCDN

with paxCDN, we enable a clever management of the media data requests from passengers

How does CDN support native streaming apps on vehicles

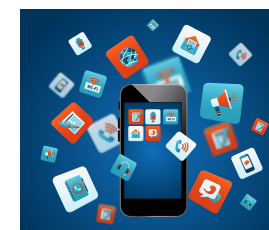


Different end points in the cloud



Native streaming apps on smartphones

paxCDN implements an "automated caching" of supported content on the server of a train. The passenger's app is thus served by the train's cache instead of going to the internet (and congesting the cellular bandwidth), without the user being aware of that.



Portfolio of Solutions - railSTACK based

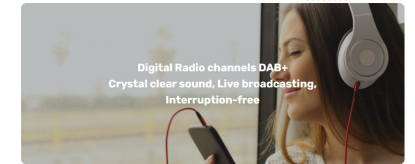


Digital Radio, DAB+ Technologie

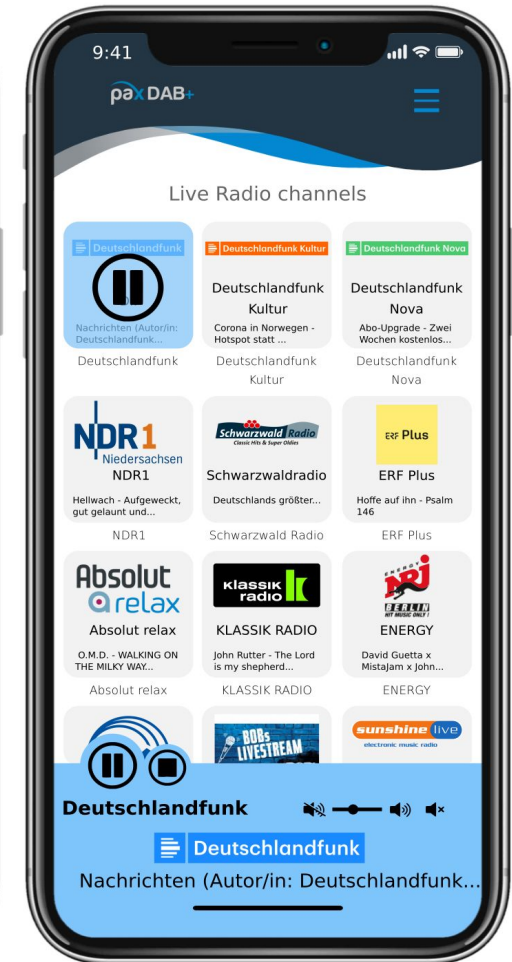
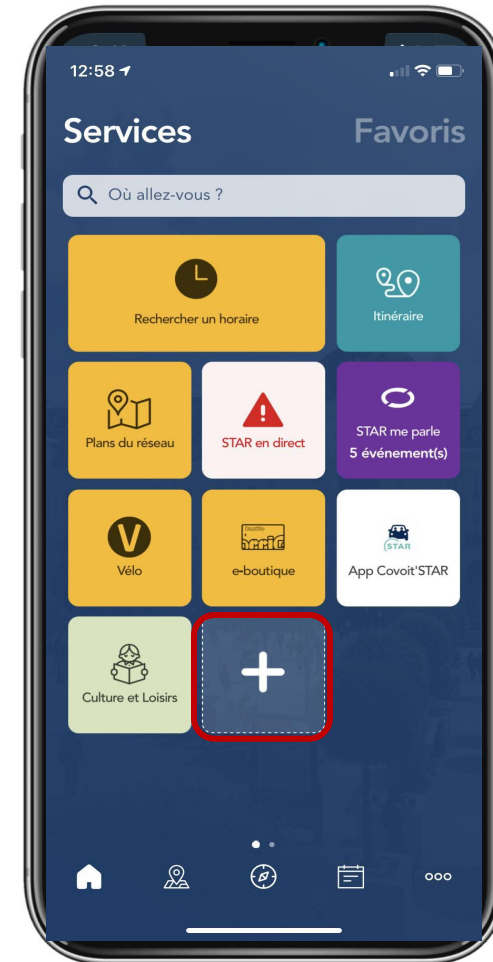
Crystal clear sound, live broadcast, uninterrupted

paxDAB+

paxlife
INNOVATIONS

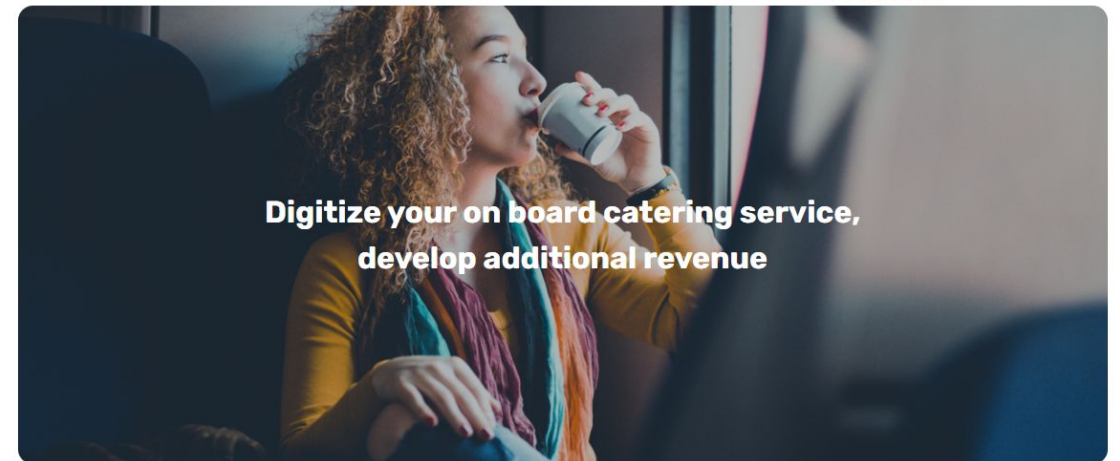


- ❑ A small receiver box installed in the vehicle or integrated into the railSTACK platform - very simple installation,
- ❑ **Up to 32 live radio channels** accessible by each passenger's smartphone via the operator's app and the vehicle's WiFi,
- ❑ **High-quality** sound, reliable broadcasting, **an extended, free and unlimited radio offering** (radio is paid for by public fees, no additional licensing cost),
- ❑ **Self-learning**: system optimizes buffering and other settings depending on the current train / vehicle position,
- ❑ **Interruption-free**: hybrid radio function available as option: combines both 4G connection and DAB+ stream delivery to patch primary DAB+ path if required,



Developed in cooperation with the German national public broadcaster Deutschlandradio www.deutschlandradio.de

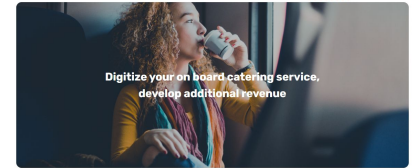
Portfolio of Solutions - railSTACK based



Digitize your on board catering service,
enhance passenger comfort,
develop additional revenue

paxF&B

paxlife
INNOVATIONS

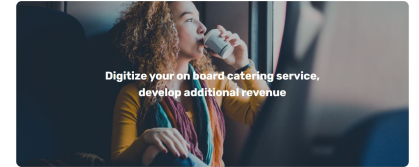


paxF&B combines

- ❑ an easy-to-launch sales app for at-seat order and secure payment process,
- ❑ with a real-time reporting and data analysis tool

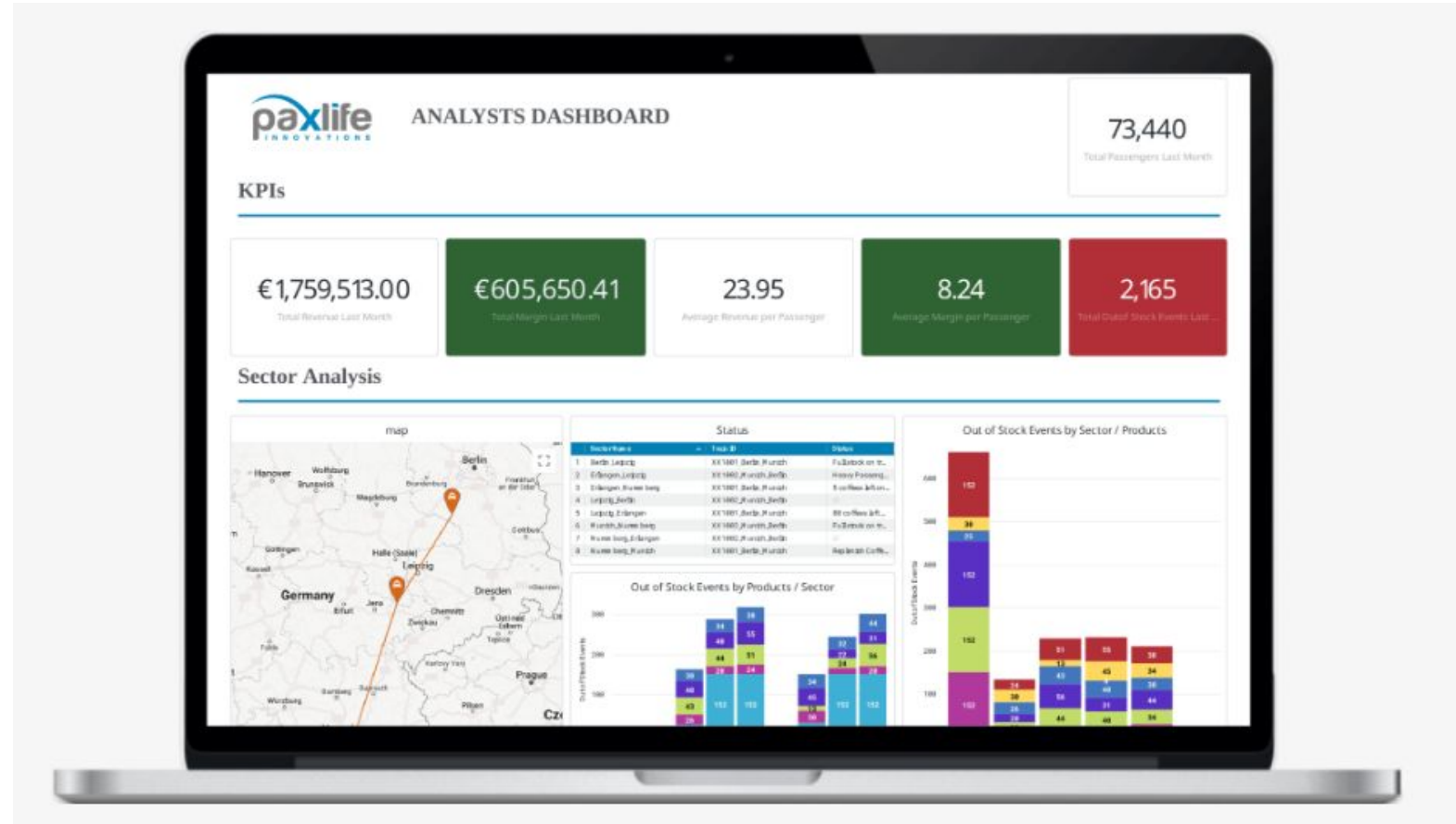
Example of a possible layout in an app environment; the list of items, brands and prices is fictitious. The final design is customised to your brand.

Real-time process monitoring and reporting tool



“How can I improve the sales app’s popularity? How is the business performing and where? How can we analyze and adjust campaigns in real time?”...are some of the questions our software platform can provide insights to.

- ❑ Gain significant insights into buying patterns (analysis)
- ❑ Product offering quality metrics for quick update of stock and offer (monitor / react)
- ❑ Optimise ancillary revenue and rail product success (predict)



The background is a stylized line-art illustration of a city at night. It features a train on an elevated track on the right, a high-speed train on the ground on the left, and an airplane flying in the sky. Silhouettes of people are walking on a platform in the foreground. The entire scene is rendered in white lines on a dark blue background.

Based in Potsdam, Germany, PaxLife brings its cutting edge integration technology and range of solutions to rail and public transport.

Check what we do www.paxlife.aero

Book a meeting at sales@paxlife.aero