

## **GoMedia and Wordnerds deliver revolutionary onboard real time Passenger Sentiment Analysis for the Transport Industry**

**05<sup>th</sup> october 2020 – GoMedia, along with it's new parent company, Icomera (ENGIE Solutions) and Wordnerds have been awarded one of the West Midlands 5G (WM5G) innovation grants to deliver a revolutionary passenger feedback solution (Vision) for the transport industry.**

Vision will enable operators to access measurable and actionable passenger feedback. The partnership will deliver onboard and cloud-based tools and processes. GoMedia's contextual passenger feedback and Wordnerds AI-led sentiment analysis tool gives operators passenger feedback as they have never received before.

Transport operators will have access to dashboards and trends of passenger feedback on different levels, for example; per train type, per journey or per time of day. There is even an alert tool that automatically warns the operator of priority issues.

According to Pete Daykin – CEO of Wordnerds: *"Together with GoMedia we are able to deliver an AI-led system – designed to improve passenger experiences and safety – providing intelligence in interpretation of live customer feedback over 5G. Immediate problems can be resolved and a database of categorised issues will provide insights for the operator to improve services. This will enhance the traveller experience by improving the products and services available to passengers across the transport system."*

Roger Matthews – Managing Director of GoMedia: *"Our partnership with Wordnerds proves that we want to bring the best solutions to our transport operator clients. Together with Wordnerds' AI sentiment analysis tools and our Passenger Information System we are able to bring a revolutionary feedback system to our clients."*

The solution will be demonstrated in Q1 2021 on a West Midlands Metro tram. If you are interested to see a demonstration of the live trial, you can contact GoMedia at [enquiries@gomedia.io](mailto:enquiries@gomedia.io)

### **For further information**

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### **About GoMedia**

GoMedia creates award-winning infotainment platforms for rail, coach and transport companies, including Eurostar, Avanti West Coast, Greyhound Buses (USA), TransPennine Express, SBB (Switzerland) and Capitol Corridor (California).

In September 2020 GoMedia was acquired by Icomera, a subsidiary of ENGIE Solutions and the world's leading provider of wireless Internet connectivity for public transport. GoMedia's solutions help to deliver The Connected Journey, improving the onboard experience through world leading entertainment and live Passenger Information, all hosted on board and delivered to the passengers' own mobile devices.

All GoMedia solutions come with the company's world leading offline Transport DRM solution that allows customers to watch premium content, even if there is no external connectivity available to the vehicle.

GoMedia works with over 40 worldwide content providers including major studios & distributors (such as Universal Pictures and FilmBank Media), catch-up TV from ITV, popular box sets and original series, games, digital newspapers and magazines.

For more information, visit [www.gomedia.io](http://www.gomedia.io).

### **About Icomera**

Icomera is the world's leading provider of wireless Internet connectivity for public transport and is committed to promoting green mobility. Serving millions of Wi-Fi users worldwide, our award-winning technology makes public transport a better, safer, more attractive option for passengers, supporting our mission to help contribute to a reduction in carbon emissions of 3.5 million metric tons by 2022.

A wholly owned subsidiary of ENGIE Solutions, Icomera is headquartered in Gothenburg, Sweden, with main offices in the United Kingdom, Germany, France, Italy, the United States and Canada. Find out more at [icomera.com](http://icomera.com)