


# WiFiSPARK

## WiFi in Rail

The Digitally  
Connected  
Passenger



  
All you  
need is  
a spark

WiFi SPARK: the leading specialist in public wireless solutions offers the ultimate WiFi product for the Rail sector

# The Digitally Connected Passenger

WiFi SPARK has developed an industry leading managed WiFi solution to enable train operating companies to offer premium connectivity to their passengers from station to train, and train to station, in the most cost effective way, with only one authentication required.

WiFi SPARK station WiFi works with the train WiFi provider to enable passengers to connect to the internet from the beginning of their journey to the end, without them having to log in multiple times.

When the passenger has logged in once, the innovative WiFi SPARK technology will recognise their device and allow them online automatically when they return to the station, day after day, with a personalised 'Welcome back' message.

With over 13 years of consistent profitable growth, WiFi SPARK is the owner and developer of the unique SPARK® platform which delivers the most flexible, feature rich and scalable solution on the market today.

## More than just WiFi

Uniquely, WiFi SPARK collaborates closely with their customers, developing a guest WiFi solution that delivers precisely what is required. They offer not only world class connectivity, but also analytics, and marketing opportunities, a world class user experience and user journey for invaluable return on investment.

WiFi SPARK expertise continues beyond installation. There is 24/7 year round end user support, and active remote monitoring by the WiFi SPARK technical support team.



### ANALYTICS:

Rich data presented in an easy to use dashboard- advanced passenger demographics, passenger journeys, dwell time, client count, how far passengers are travelling to the station, languages used and more.



### ACTIVE PASSENGER ENGAGEMENT:

Fully branded and customisable portals enable the train operating company to communicate directly with passengers.



**COMPLIANT & FILTERED:** Fully compliant to legal requirements and filtered IWF compliant Internet access.



**FULLY MANAGED SERVICE:** 24/7 support and monitoring by WiFi SPARK engineers.



**RETURN ON INVESTMENT:** Innovative opportunities to drive strong ROI via direct marketing, banner adverts and sponsorship.



#### PREMIUM CONNECTIVITY:

WiFi SPARK uses Fibre cable wherever possible and state of the art hardware to ensure the highest quality connectivity for passengers.



#### DATA COLLECTION:

Passengers can be authenticated via email to ensure high quality of data collected for future CRM.



#### SECURE:

WiFi networks for the Public, and Corporate are kept separate.



#### ROAMING:

WiFi automatically switches from station to train or train to station for the passengers without needing to authenticate again.

\*Patent Pending: UK Patent Application Number GB1619398.9



#### COST EFFICIENT:

Station offload means that as the train nears the station, the train connectivity is offloaded onto the station WiFi ensuring they have the best connection available and cost savings are made for the train operating company.

WiFi SPARK proficiency stretches beyond the transport sector and has countless examples of proven, cost effective systems across a breath of sectors including Retail, Healthcare, Conference Centres, Local Government and more.

Speak to a member of the WiFi SPARK team to find out more about their market leading product and how they can work with you to deliver a premium passenger service.



A selection of our existing customers in the Rail sector:

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**Chiltern Railways**

If you think our way, *travel our way.*

 **ARRIVA** Trains Wales  
Trenau Arriva Cymru



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