

3D Lumo train tour helps passengers in need of support before they travel

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Lumo, the 100 per cent electric train operator, has invested in an interactive 360° ‘walk-through’ tour of one of its trains for customers who may require additional support or information ahead of their travels.

The 3D tour, created by Ocean 3D, offers an interactive representation of onboard a Lumo train with the in-depth guide allowing those using Lumo services to view facilities, seats, and entrances to ensure they can travel with confidence and ease. The embedded information within the 3D guide acts as an aid for forward journey planning.

Some passengers require additional support when travelling by public transport, for example neurodivergent people. The digital tour introduced by Lumo aims to reduce uncertainty and anxiety around new spaces, allowing customers to plan ahead and travel with ease.

Martijn Gilbert, Managing Direct of Lumo, said: “At Lumo, we want to ensure all our customers arrive at their destination as comfortable and relaxed as possible. By investing in this state-of-the-art technology, Lumo can ensure this goal is reached before the journey even begins.

“This service will allow new customers to become familiar to Lumo’s surroundings and provide assurance that their first Lumo journey will be as enjoyable as the next.”

Prior to launching, Ocean 3D tours were trialled by an independent focus group facilitated by Plymouth University. The trial revealed 63% of participants found the tours helpful and reassuring.

Chris Wood, Director of Ocean 3D, said: “We set up Ocean 3D with the purpose of enhancing building accessibility and inclusion for one and all. This extends beyond individuals with anxiety, catering to anyone who might need or require a pre-visit exploration of a new or unfamiliar location.

“With advanced technology, we developed a digital map for customers, providing intricate insights into Lumo’s single-class train carriages. The 3D map guides passengers throughout their journey – from selecting a comfortable seat to planning which chargers to bring – ensuring a seamless experience from beginning to end.”

Ocean 3D, the producer of the tour, uses the latest world leading scanning technology from Matterport™ to create the interactive tour.

The interactive tour can be accessed from almost any location on smartphones, tablets and desktops with a Wi-Fi or 4G/ 5G connection and can be viewed [here](#).

Photo credit: Lumo