

# Content changes are now synchronised through OBIS

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Nomad Digital has created an **On-Board Information Services (OBIS)** solution in which content changes are now synchronised through various types and groups of equipment.

**OBIS** is a service deployed by passenger operating companies and are commonly found on rail and bus services. Key information can be provided to the passenger, such as:

- Real-time passenger journey
- Operational information
- Multi-media infotainment and advertising.

Sam Taylor, Digital Marketing & Insights Executive at **Nomad Digital**, said: "Our OBIS solution has been developed with the operator's needs in mind and the passenger as the end-user.

"Content changes are now synchronised through various types and groups of equipment – all changing on screens at the same time, announcements inline – events triggered on various types of devices (driven by OBIS).

“The operator sends alerts and chooses key news/events to show, driven by the journey rather than the passenger and can show both videos and messaging in sync creating a professional environment on the train.”

For rail operators, **OBIS** provides perfect tools and services to assist them in doing their jobs by providing all required information on on-train user interfaces and handheld devices.

Sam added: “The benefits to implementing our OBIS solution includes having that single platform solution for a better passenger rail travel experience, and the fact it creates a unique user experience on both mobile devices and fixed on-board screens.

[Click here for more details.](#)

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