

Nomad Digital To Exhibit at TRAKO 2023

September 15, 2023



*Gerald von Pok, Regional Sales Director, EMEA/UK&I, **Nomad Digital** shares why the organisation is exhibiting at Central Eastern Europe's largest railway trade fair later this month; TRAKO 2023*

At **Nomad Digital**, we're always looking for opportunities to share how our passenger and fleet management solutions can deliver efficiencies and innovation to the transport industry globally.

Global trade shows are an ideal platform - which is why we've decided to exhibit at TRAKO this year.

Held in Gdańsk, the biennial exhibition showcases state-of-the-art transport systems and railway infrastructure from Europe and beyond. It's a key international rail event, and a chance for Nomad Digital to share our intelligent rail connectivity solutions within the region and meet up with key regional attendees in person, connecting also with our parent company Alstom.

A digital portfolio for transport markets

At the 4-day event, the Nomad Digital team will discuss a range of passenger and fleet connectivity

products on our booth #35 in the UK Pavilion. Established for over 20 years, we've continuously developed our portfolio of intelligent solutions to help transport operators and OEM's tackle ever changing market challenges. Today, our portfolio of solutions and expertise feature a range of solutions and services to suit varying customer requirements – meaning we're equipped to support businesses in the Central and Eastern European region.

During the show, visitors will have a chance to learn more about these innovative Nomad Digital solutions – including onboard connectivity, passenger entertainment solutions security-as-a-service and fleet management and reporting solutions.

AI, passenger experience, and cybersecurity

But connecting with the market is just one of our goals. TRAKO also represents an opportunity to learn more about Central and Eastern Europe, understanding the rail and transport challenges that our solutions and expertise can help solve in the region.

It's a region with a growing transport sector – and we expect to hear further updates on this at the show, alongside updates on larger flagship schemes on exciting regional infrastructure projects.

And what about digital trends? We will discuss with attendee's use cases around artificial intelligence (particularly, how it can be used to better interrogate and manage data), as well as share how our monitoring and reporting tools can promote efficiencies for operators. Passenger experience is also a focus for the industry; today, it's about giving customers a positive experience to encourage frequent travel on public transport (supported by good onboard connectivity).

Finally, cybersecurity is a key and growing concern for train and other transport operators. They are dealing with vast amounts of data on each journey from various onboard components and sources and recognise that they must protect themselves from cybersecurity threats.

We look forward to showcasing our own security, connectivity and passenger engagement solutions and expertise as well as sharing how our reporting and management tools can support operators daily, but also to learning more about other regional requirements and how we can support.

An opportunity to connect

Events like TRAKO are a chance for people to come together, having face-to-face conversations and sharing ideas across the industry. For the Nomad Digital team, we are looking forward to hosting discussions on our booth #35 in the UK Pavilion and meet new contacts within the region.

We're also representing the UK rail sector based on the UK Pavilion and the long and proud rail history of the UK- and that's something we're keen to be a part of.

Nomad Digital is exhibiting at TRAKO from 19 – 22 September 2023. Visit the team at stand #B35 on the UK Pavilion in Hall B or contact the team ahead of the event for more information experts@nomad-digital.com.



Meet our expert team at...

TRAKO

19 - 22 September

Gdańsk, Poland

 Stand #B35

We're Exhibitors at:

TRAKO



| experts@nomad-digital.com