



Arriva Trains adopts Soundscape GPS-triggered audio announcement system for Denmark.

Arriva Scandinavia rolls out major GPS audio announcement initiative with Soundscape-enabled wireless systems on commuter trains.



UK, June 23th 2008 – Turning Points Ltd, a leading provider of location based services, announced that Arriva Scandinavia A/S has selected Soundscape to deliver GPS-triggered audio announcements on trains across Denmark. Soundscape will be available on Arriva trains serving commuters travelling between Aarhus, Thisted and Tønder in Jutland, and will provide automated audio announcements to 7 million passengers each year.

"We are continually seeking new ways to improve the quality of passenger transport," said Jens Thousgaard, Sales and Marketing Manager of Arriva Scandinavia. "We believe that the Soundscape GPS-triggered announcement system will enhance passenger experience by providing the information they require, when they need it most. What interested us about the Soundscape solution was the reliability to deliver announcements consistently, day after day, and the ability to add additional information over-the-air, as and when it is needed."

"We are delighted to be working with Arriva Scandinavia as it is our first deployment of Soundscape with a national rail operator," said Nilkunj Dodhia, Managing Director of Turning Points Ltd. "We have an established reputation as a leading provider of location-triggered content solutions and a distributor of location based content. Soundscape has been successfully applied to passenger transport, in boats, buses and coaches, and it was only a matter of time before the application was extended to commercial rail services."

Soundscape is already heard daily in Copenhagen where Paaske Bus, Denmark's largest privately-owned coach company, operates the City Sightseeing open-top bus tour franchise for the Baltic region. Paaske Bus uses Soundscape exclusively to deliver point of interest tours in up to eight languages simultaneously.

GPS-triggered audio technology has now reached a level of precision and reliability that make its use for audio announcements on public transport a logical extension of the role it already plays in navigation, vehicle tracking and telematics. Wireless connectivity enables content to be dynamically streamed to location-aware devices, when and where it is needed. *"This allows us to complement audio announcements with multi-media content and location based advertising,"* says Nilkunj Dodhia.



Arriva Scandinavia awarded the contract for in-train broadband to Network Zone Relations (NZR), Soundscape's representative in the region and a specialist in wireless communication systems. *"Our winning proposal included free Wi-Fi hotspots and Soundscape's GPS-triggered voice announcement system supported by revenue-generating advertising; looking into the future, trains with broadband connections will also be able to serve streaming media and other forms of passenger information and entertainment material,"* said Louis Preben Nezer, CEO of NZR. *"The Soundscape system is the driver for this type of dynamic public address content and we look forward to working with Soundscape on similar projects throughout Scandinavia and the EU."*



About Turning Points Ltd (Soundscape)

Soundscape is a brand of Turning Points Ltd. Based in the UK, Turning Points Ltd produces, delivers and distributes location-specific content using the Soundscape solution, to location-aware devices. Customers include operators of tours on buses, trains and boats, and commercial passenger transport providers. Turning Points Ltd also produces and owns European point-of-interest content that is available for tour operators, transport providers and owners of location-aware devices such as the mobile phone. For more information, visit www.SoundscapeGPS.com.

About Arriva plc

Arriva plc is one of the leading transport services organizations in Europe, operating a fleet of over 13,000 vehicles, employing over 37,000 people and providing more than one billion passenger journeys each year. Arriva has operations in Denmark, Germany, Italy, the Netherlands, Portugal, Spain, Sweden, Poland, the Czech Republic and the United Kingdom.

For more information, visit www.arriva.co.uk or www.arriva.dk (in Danish).



About Network Zone Relations

Network Zone Relations (NZR) is specialized in creating complete high tech solutions – mobile and fixed – and public relations driven financing of onboard WiFi, voice announcement, entertainment, remote controlled CCTV and 'blackbox' solutions. NZR supplies equipment and services to both public and private sector customers. Distribution, sales and integration are keywords in our Business to Business strategy throughout the EU.

For more information, visit www.nzr.dk (in Danish) or contact lpn@nzs.dk



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