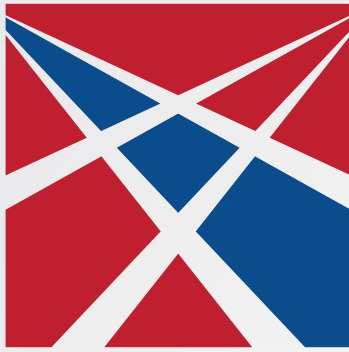


5TH ANNUAL SHOW



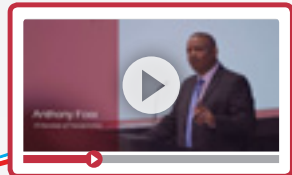
SMART RAIL USA

FREE
TO ATTEND

October 28-29 2015, Charlotte, NC

CREATING THE TRANSIT AND COMMUTER RAIL NETWORKS OF THE FUTURE

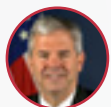
CLICK HERE FOR
HIGHLIGHTS VIDEO



66 I'm delighted to be involved in SmartRail and it's fantastic
to have so many agencies at the show to drive forward innovation and development."

Anthony Foxx, US Secretary of Transportation, 2014 Keynote Speaker

EXECUTIVE SPEAKERS INCLUDE:



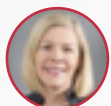
Richard McKinney
Chief Information Officer
US Department of Transport



Joseph C. Szabo
Executive Director
Chicago Metropolitan Agency
for Planning



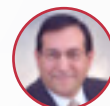
Keith T. Parker
General Manager, Chief Executive
Officer, **Metropolitan Atlanta
Rapid Transit Authority (MARTA)**



Leanne Redden
Executive Director
**Regional Transportation
Authority Chicago**



Arthur T. Leahy
Chief Executive Officer
**Metrolink (Southern California
Regional Rail Authority)**



Frank Vacca
Chief Program Manager
**California High-Speed Rail
Authority**

WHY VISIT SMARTRAIL USA?



175+

TRANSIT AGENCIES &
GOVERNMENT ATTENDED
IN 2014: **MORE THAN ANY
OTHER SHOW!**



**FREE ALL-
INCLUSIVE PASSES**
FOR RAILROAD, TRANSIT
AND GOVERNMENT
EMPLOYEES



**FREE
EXHIBITION
PASSES**
FOR ALL TO WALK THE
SHOW FLOOR



SMARTBUS
SEMINAR PROGRAM
FREE TO ATTEND

LEAD SPONSORS:



ASSOCIATE SPONSORS:



IT PARTNER:



DRINKS
RECEPTION
SPONSOR:



SUPPORTERS:



ORGANISED
BY:



Book your free on-floor pass: www.SmartRailUSA.com



I was impressed with how well everything was done. I speak at a number of events during the year and this was very well organized. I made some excellent contacts at the event."

Robert Stewart, Chairman, National Association of Railroad Passengers

THE DEFINITIVE SHOWCASE FOR DEVELOPING SMART TRANSIT NETWORKS AND INCREASING RIDERSHIP

Why SmartRail USA?

Dynamic, connected and successful transit networks are of key importance for the development, growth and prosperity of the modern American city. An integrated and futureproof transit system can support job creation, develop new sectors of economic growth and strengthen environmental protection. It must however, serve the needs and demands of the 21st century passenger. For this vision of a nation with financially viable, reliable, safe and widely used transit networks, it is essential that innovation and new technological solutions are embraced. SmartRail USA Congress & Expo is THE meeting place where these solution providers and transit agencies, meet and share to develop the networks of the future.

SmartRail USA provides a unique forum for your whole team to explore these emerging opportunities. Our agenda has been formulated with the help of an advisory committee including NYCT, CCJPA, Amtrak, DART and NARP to ensure a relevant and cutting-edge event. The two days of SmartRail USA include executive panel discussions, round-table sessions, on-floor

seminar programs and an exclusive exhibition providing the perfect platform to share best practice and showcase the very best of the American transit industry, both for today and for tomorrow.

And new this year we are delighted to have launched our inaugural SmartRail USA Innovation Awards, that both recognise and reward the most innovative projects and products in our industry. The winners will be welcome on stage for the prize-giving at the end of Day One – so make sure you don't miss that!

With a focus on innovation, safety, cost reduction and passenger engagement this is the event set to benefit the entire value chain!

See you in Charlotte!



Emma Bird
Event Manager

WHO ATTENDS:

BUYERS

- ✓ Transit agencies
- ✓ Metros
- ✓ Government bodies
- ✓ Investment groups
- ✓ Turnkey suppliers
- ✓ Consultants

SELLERS

- ✓ IT and network suppliers
- ✓ Turnkey suppliers
- ✓ Signalling suppliers
- ✓ Telecom vendors
- ✓ Ticketing and PIS specialists
- ✓ Network specialists
- ✓ Rolling stock manufacturers
- ✓ Component manufacturers
- ✓ Vehicle service and maintenance
- ✓ Infrastructure and component companies

UNIQUE FORMAT FOR LEARNING AND NETWORKING:

STRATEGIC CONGRESS AND PLENARY SESSIONS:



The strategic congress features case studies and panel discussions from 40+ end users as well as intimate round-table sessions providing a holistic and interactive view of key executive challenges across:

- Financing
- Operational performance
- Integration and interoperability
- Growing ridership
- Innovative technology application
- Special early bird rates for Industry suppliers

FREE FOR TRANSIT AGENCIES AND GOVERNMENT OFFICIALS
EARLY BIRD RATES FOR INDUSTRY SUPPLIERS

EXCLUSIVE EXHIBITION:

Free for all to attend



The exclusive exhibition showcases the solutions, innovations and services from leading suppliers and thought-leaders. Walk the show floor to:

- Meet 100s of your peers
- Uncover the latest product innovations
- Do business and expand your network
- Learn from the product demonstrations

FREE TO ATTEND

ON-FLOOR SMARTBUS AND TECHNICAL SEMINARS:



Free for all to attend

The SmartBus and technical seminar program compliment the strategic congress as a platform to hear cutting edge IT and management solutions as well as the operational, and financing issues for bus and transit operators. Hear from over a dozen bus executives and top product innovators on topics such as:

- Mobile, wireless and mesh networks
- Planning, financing and growing bus networks
- Fleet and passenger management
- Safety and security

FREE TO ATTEND

INAUGURAL SMARTRAIL USA INNOVATION AWARDS

End of day 1



We are proud to launch the inaugural SmartRail USA Innovation Awards, a nationwide search for new products and solutions for the transit (rail, metro and bus) industry.

We will be announcing the winners of our Product Innovation of the Year and Project Innovation of the Year awards in the SmartRail Strategic Congress, just prior to the networking drinks.

Join us to celebrate transportation innovation!

Book your free on-floor pass: www.SmartRailUSA.com

MEET THE MOST INFLUENTIAL TRANSIT INDUSTRY LEADERS IN NORTH AMERICA

FEATURING:



Richard McKinney
Chief Information Officer
US Department of Transportation



Leanne Redden
Executive Director
RTA Chicago



Joseph C. Szabo
Executive Director
Chicago Metropolitan Agency for Planning



Arthur T. Leahy
Chief Executive Officer
Metrolink (Southern California Regional Rail Authority)



Keith T. Parker
General Manager/Chief Executive Officer
Metropolitan Atlanta Rapid Transit Authority (MARTA)



Frank Vacca
Chief Program Manager
California High-Speed Rail Authority



Julia Quinn
Director of Social Media
Amtrak



Jim Allison
Planning Manager
Capitol Corridor Joint Powers Authority



Paul C. Worley
Rail Division Director
North Carolina Department of Transportation



Robert Stewart
Chairman
National Association of Railroad Passengers (NARP)



Michael Hursh
Chief Operating Officer
Santa Clara Valley Transportation Authority

KEY SPEAKERS INCLUDE:

Anthony J. Tata
Secretary of Transportation
North Carolina Department of Transportation

Richard Carter
Manager Microwave
Norfolk Southern Railway

Kathy M. Haley
President
Union Pearson Express

Francois Blouin
Director, Corporate Architecture and Innovation
VIA Rail

Stephan Mehr
Director, Business Planning
Union Pearson Express

Steve Harrison
Executive Director
Central Maryland Regional Transit

Alan Tilles
Chairman of Telecommunications Department
Shulman Rogers Law Firm

Ann D. August
Executive Director
Birmingham-Jefferson County Transit Authority

Bill Thunberg
Executive Director
Lake Norman Regional Transportation Commission

Camille Sterling
Executive Director
Western Piedmont Regional Transit Authority

Derrick Blount
Superintendent, Intelligent Transportation Systems
Metropolitan Transit Authority of Harris County

Donna Maurillo
Director, Communications & Technology Transfer
Mineta Transportation Institute

Dwight Ferrell
Chief Executive Officer
Southwest Ohio Regional Transit

Jim Baker
Chief Executive Officer
Xentrans

Tim Healy
Marketing and Creative Services Director
Sound Transit

Dennis Story
Senior Manager, Communication & Control Systems
Dallas Area Rapid Transit (DART)

David Beal
Director - Office of Planning, Environmental and Project Development
Sound Transit

Zakhary Mallett
Board of Directors, District 7
San Francisco Bay Area Rapid Transit (BART)

Abed Abukar
Director ITS Technology
Dallas Area Rapid Transit (DART)

John Toone
Transit ITS Project Manager
King County Metro

Albert Eby
Executive Director
Wave Transit

Nicole Pratt
Manager of System Operations
NJ Transit

Robert McKeeman
Chief Executive Officer
Utility Associates

Rohit Talwar
Chief Executive Officer
Fast Future

Kate Miller
Executive Director
Napa County Transportation and Planning Agency

Robert Schneider
Executive Director
Central Midlands Transit

William Taylor
Director of Bus Maintenance
Metropolitan Atlanta Rapid Transit Authority (MARTA)

Dr. Kenneth Gilbert
Director Business Analytics
University of Tennessee

John Polimenakos
Director Business and Product Development, Hospitality Industry
Lufthansa

Joseph Leader
Senior Vice President
NYCT

Dave Gorshkov
Chairman Communications subcommittee
American Public Transportation Association (APTA)

Thomas Shaw
Manager, ATC Design and Construction
Washington Metropolitan Area Transit Authority (WMATA)

Samuel Smith
Director, Government and Community Relations
Metra

Luc Ceuppens
VP of Strategy and Marketing
Lilee Systems

Tom Ceunen
Sales Director North America
OTN Systems

Mats Karlson
Head of Innovation
Icomera

Peter Lenard
Vice President
Rajant Corporation

Jeffrey Jacob
Software Product Manager
The GBS Group

Jeremy Foran
Application Engineer
The GBS Group

Nir Hayzler
VP Marketing
Radwin

George Olague
Senior Sales Engineer
PCTel

Craig Stratton
Business Development Manager
AFL

Greg Hackbarth
VP & CTO
CTC

Jim Argiropoulos
President
Lexray

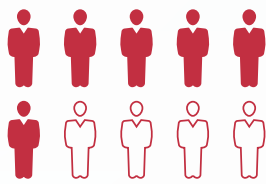
Senior Representative
Charlotte Area Transit System (CATS)

Chris Jaeger
Managing Director - Transit Systems
BAI Communications

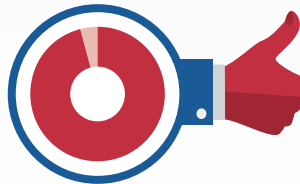
MORE TRANSIT AGENCIES IN ATTENDANCE THAN ANY OTHER SHOW!



55%
YEAR-ON-YEAR
GROWTH FROM
2013 TO 2014



60%
OF THE AUDIENCE FROM
TRANSIT AGENCIES AND
GOVERNMENT



96%
RATED THE
SHOW AS
GOOD - EXCELLENT



OVER \$4BILLION
OF BUDGET
HOLDERS IN THE
ROOM FROM
TRANSIT AGENCIES

Book your free on-floor pass: www.SmartRailUSA.com

DAY ONE OCTOBER 28 2015: STRATEGIC CONGRESS & PLENARY SESSIONS

- 8:00am **REGISTRATION OPEN & CONGRESS NETWORKING REFRESHMENTS**
- 8:25am **Welcome from Mayor of Charlotte, Daniel G. Clodfelter**
We are delighted and proud to be able to welcome the Mayor of Charlotte Daniel G. Clodfelter to officially open up SmartRail USA and welcome delegates to the city
- 8:30am **OPENING FUTURIST KEYNOTE: The Future of US Passenger Rail**
Transport 2030: A review of emerging and future smart mobility solutions
Rohit Talwar, CEO, Fast Future
- MORNING KEYNOTE: The Future of US Passenger Rail**
Chairman: **Alan Tilles, Chairman, Telecommunications Department, Shulman Rogers Law Firm**
- 9:00am **KEYNOTE: The future of information technology to ensure growth in the USA transit industry**
Richard McKinney, Chief Information Officer, U.S Department of Transport
- 9:15am **KEYNOTE: The importance of transit in the USA Where are we now and where do we need to be?**
Joseph Szabo, Executive Director, Chicago Metropolitan Agency for Planning
- 9:30am **KEYNOTE: Ground-breaking passenger rail projects**
The future is here today
Frank Vacca, Chief Program Manager, California High-Speed Rail Authority
- 9:45am **KEYNOTE: Financing the rail transit networks of the future**
Anthony J. Tata, Secretary of Transportation, North Carolina Department of Transportation
- 10:00am **KEYNOTE: Putting safety at the heart of the industry**
Arthur T. Leahy, CEO, Metrolink
- 10:15am **KEYNOTE PANEL DISCUSSION: Ensuring the growth of passenger rail in the US**
Arthur T. Leahy, CEO, Metrolink
Anthony J. Tata, Secretary of Transportation, North Carolina Department of Transportation
Joseph Szabo, Executive Director, Chicago Metropolitan Agency for Planning
Keith T. Parker, General Manager/CEO, MARTA
Frank Vacca, Chief Program Manager, California High-Speed Rail Authority
Leanne Redden, Executive Director, RTA Chicago
Richard McKinney, Chief Information Officer, U.S Department of Transport
- 10:45am **NETWORKING COFFEE BREAK & EXHIBITION WALK**
- MORNING PLENARY: The digital transit network**
- 11:15am **Case Study: System integration for efficient operations**
Keith T. Parker, General Manager/ CEO, MARTA
- 11:30am **Case Study: Creating an integrated and effective digital transit network**
Luc Ceuppens, VP of Strategy and Marketing, Lilie Systems
- 11:45am **Case Study: Developing a connected transit network:**
Presented by **Nomad Digital**
- 12:00am **Case Study: Reducing costs and increasing efficiency through ITS**
Derrick Blount, Superintendent, Intelligent Transportation Systems, Metropolitan Transit Authority of Harris County
- 12:15pm **Delivering multiple applications on advanced wireless networks - a new paradigm**
Chris Jaeger, Managing Director - Transit Systems, BAI Communications

- 12:30pm **PANEL DISCUSSION: Creating the digital transit network of the future**
Luc Ceuppens, VP of Strategy and Marketing, Lilie Systems
Senior Representative, **Icomera**
Abed Abukar, Director ITS Technology, Dallas Area Rapid Transit
Jim Baker, CEO, Xentrans
Keith T. Parker, General Manager/ CEO, MARTA
Derrick Blount, Superintendent, Intelligent Transportation Systems, Metropolitan Transit Authority of Harris County
Dennis Story, Senior Manager, Communication & Control Systems, DART

1:00pm NETWORKING LUNCH

2:30pm INTERACTIVE ROUNDTABLE SESSIONS:

Led by a subject matter expert, each roundtable group will discuss a key topic facing passenger transport in the US. At the end of the session, the table leader will report back to the whole group on key findings so you can take practical information back to the office to improve your business!

Roundtable Group 1: Signalling

Host: **Available for sponsorship**

Roundtable Group 2: Growing Ridership

Host: **Zakhary Mallett, Board Member, BART**

Roundtable Group 3: Condition based monitoring and maintenance

Host: Senior Representative, **Nomad Digital**

Roundtable Group 4: Financing

Host: **Stephan Mehr, Director - Business Planning, Union Pearson Express**

Roundtable Group 5: Wifi

Host: **Jim Allison, Planning Manager, Capitol Corridor Joint Power Authority**

3:10pm Roundtable Group Feedback

3:30pm NETWORKING COFFEE BREAK & EXHIBITION WALK

AFTERNOON PLENARY: Smart Operations

Moderator: **Joseph Leader, Senior Vice President, NYCT**

4:15pm Case Study: Putting safety at the heart of smart operations

Arthur T. Leahy, CEO, Metrolink

4:30pm Case Study: Ensuring safe communication on transit

Senior Representative, **Powertrunk**

4:45pm Case Study: Retirement, technology and mandates: Maintaining successful operations in a challenging environment:

Nicole Pratt, Manager of System Operations, NJ Transit

5:00pm Case Study: Improving safety with Automatic Train Control

Thomas Shaw, Manager, ATC Design and Construction, WMATA

5:15pm Case Study: Upgrading signalling systems for more reliable operations

Dennis Story, Senior Manager, Communication & Control Systems, DART

5:30pm AFTERNOON PANEL DISCUSSION: Utilizing technology to create safe and interoperable transit networks

Senior Representative, **Powertrunk**

Senior Representative, **Alcatel Lucent**

Thomas Shaw, Manager, ATC Design and Construction, WMATA

Nicole Pratt, Manager of System Operations, NJ Transit

Dennis Story, Senior Manager, Communication & Control Systems, DART

Arthur T. Leahy, CEO, Metrolink

6:00pm Moderator conclusions and key actions from Smart Rail USA day 1

6:05pm END OF DAY 1

6:05pm SmartRail innovation awards presentation

6:15pm Networking drinks reception sponsored by FUJITSU

**FREE
FOR ALL
VISITORS**

SMARTBUS & TECHNICAL SEMINAR PROGRAM

TECHNOLOGY CASE STUDIES

- 9:30am **What can transit learn from Delta Airlines?**
Dr. Kenneth Gilbert, Director Business Analytics, University of Tennessee

- 9:50am **Presented by**
Jim Argiropoulos, President, LexRay

- 10:00am **Presented by**
Senior representative Alcatel Lucent

- 10:20am **Presented by**
Peter Lenard, Vice President, Rajant Corporation

- 10:40am **Innovating maintenance to reduce costs**
Presented by **Nomad Digital**

11:00am Exhibition Networking

OPERATIONS AND MAINTENANCE MORNING

- 11:30am **Available for Sponsorship**
- 11:50am **Enhancing Service and Productivity in Rural and Suburban Public Bus Systems**
Kate Miller, Executive Director, Napa County Transportation and Planning Agency

- 12:10pm **Using Predictive Maintenance to Reduce Lifecycle Costs**
William Taylor, Director of Bus Maintenance, MARTA

- 12:30pm **Enhancing Service and Reliability**
Ann D. August, Executive Director, Birmingham-Jefferson County Transit Authority

1:00pm Exhibition Networking

PLANNING AND GROWING RIDERSHIP AFTERNOON

- 2:30pm **Using social media to engage the public and grow ridership**
Donna Maurillo, Director, Communications and Tech Transfer, Mineta Transportation Institute

- 2:50pm **Securing funding for smaller agencies through community partnerships**
Camille Sterling, Executive Director, Western Piedmont Regional Transit Authority
and **Albert Eby, Executive Director, Wave Transit**

- 3:10pm **Opportunities in Transportation Mobility Management and Trip Planning**
Steve Harrison, Executive Director, Central Maryland Regional Transit

- 3:30pm **Boosting Ridership through Innovative Marketing**
Sandy Modell, CEO/ General Manager, Alexandria Transit Company (DASH)

4:00pm Exhibition Networking

TECHNOLOGY CASE STUDIES

- 4:30pm **The Benefits of Over-Communication**
Jeffrey Jacob, Software Product Manager and Jeremy Foran, Application Engineer, The GBS Group

- 4:50pm **Presented by**
Robert McKeeman, CEO, Utility Associates

- 5:10pm **Presented by**
Craig Stratton, Business Development Manager, AFL

- 5:30pm **Presented by**
George Otague, Senior Sales Engineer, PCTel

SmartRail USA innovation awards presentation:
End of day 1

Book your free on-floor pass: www.SmartRailUSA.com

DAY TWO OCTOBER 29 2015: STRATEGIC CONGRESS & PLENARY SESSIONS

8:15am **REGISTRATION OPEN & CONGRESS NETWORKING REFRESHMENTS**

8:30am **Alcatel Lucent Breakfast Briefing**

SMART CITIES KEYNOTE: Putting transit at the heart of smart cities
Chairman: Zakhary Mallett, Board Member, **BART**

9:00am **KEYNOTE:** Creating an attractive service for 21st century passengers
Robert Stewart, Chairman, **National Association of Railroad Passengers**

9:15am **KEYNOTE:** Coordinating transit operators to create a commuter friendly city
Leanne Redden, Executive Director, **RTA Chicago**

9:30am **KEYNOTE:** Working with Government and Communities to create sustainable transportation services
Samuel Smith, Director - Government and Community Relations, **Metra**

9:45am **KEYNOTE:** Connecting transit services to make commuter rail accessible
David Beal, Director of Planning and Development, **Sound Transit**

10:00am **KEYNOTE:** The economic impact of intercity passenger rail development
Paul Worley, Rail Director, **North Carolina Department of Transportation**

10:15am **KEYNOTE PANEL DISCUSSION:** Making commuter transit integral to a modern city
Robert Stewart, Chairman, **National Association of Railroad Passengers**
Paul Worley, Rail Director, **North Carolina Department of Transportation**
Samuel Smith, Director - Government and Community Relations, **Metra**
David Beal, Director of Planning and Development, **Sound Transit**
Bill Thunberg, Executive Director, **Lake Norman Regional Transportation Commission**
Stephan Mehr, Director - Business Planning, **Union Pearson Express**
Kathy Haley, President, **Union Pearson Express**
Michael Hursh, Chief Operating Officer, **Santa Clara Valley Transportation Authority**

10:45am **NETWORKING COFFEE BREAK & EXHIBITION WALK**

MORNING PLENARY: Making transit attractive for passengers
Moderator: **Bob Bergen**, former Executive Vice President, **NYCT**

11:15am **Case Study:** The future of fare collection
Carter Mau, Assistant General Manager, Administration and Budget, **BART**

11:30am **Case Study:** The connected passenger journey
Presented by **Icomera**

11:45am **Case Study:** The impact of Innovation in passenger information services
Julia Quinn, Director of Social Media, **Amtrak**

12:00pm **Case Study:** Utilising on board technology to increase ridership and passenger satisfaction
Jim Allison, Planning Manager, **Capitol Corridor Joint Power Authority**

12:15am **Case Study:** Getting people out of cars and on to trains using innovative technology strategies
Kathy Haley, President, **Union Pearson Express**

12:30pm **PANEL DISCUSSION:** Increasing ridership and loyalty with smart technology
John Polimenakos, **Lufthansa Industry Solutions**
Jim Allison, Planning Manager, **Capitol Corridor Joint Power Authority**
Julia Quinn, Director of Social Media, **Amtrak**

Donna Maurillo, Director, Communications and Tech Transfer, **Mineta Transportation Institute**

Tim Healy, Marketing & Creative Services Director, **Sound Transit**
Francois Blouin, Director, Corporate Architecture and Innovation, **VIA Rail**
Carter Mau, Assistant General Manager, Administration and Budget, **BART**
Senior representative, **Icomera**

13:00pm **NETWORKING LUNCH**

2:00pm **INTERACTIVE ROUNDTABLE SESSIONS:**

Roundtable sessions: Led by a subject matter expert, each roundtable group will discuss a key topic facing passenger transport in the US. At the end of the session, the table leader will report back to the whole group on key findings so you can take practical information back to the office to improve your business!

Roundtable Group 1: Internet of Things
Available for Sponsorship

Roundtable Group 2: Asset Management
Host: **Michael Hursh**, Chief Operating Officer, **Santa Clara Valley Transportation Authority**

Roundtable Group 3: CCTV/ Security
Host: **Dave Gorshkov**, Chairman Communications subcommittee, **APTA**

Roundtable Group 4: Passenger Engagement and PIS
Host: **Tim Healy**, Marketing & Creative Services Director, **Sound Transit**

Roundtable Group 5: Fare Collection
Host: Executive Team Member, **Charlotte Area Transit System (CATS)**

2:40pm **Roundtable Group Feedback**

3:00pm **NETWORKING COFFEE BREAK & EXHIBITION WALK**

3:30pm **Fireside Chats:** Driving innovation in passenger transit
Moderator: **Zakhary Mallett**, Board Member, **BART**
Presentation by: **Jim Baker**, CEO, **Xentrans**
"Establishing wireless connectivity on mass transit for 21st century operations"
Michael Hursh, Chief Operating Officer, **Santa Clara Valley Transportation Authority**
Jim Allison, Planning Manager, **Capitol Corridor Joint Power Authority**
Robert Stewart, Chairman, **National Association of Railroad Passengers**

4:00pm **Audience Q&A**

4:15pm **END OF SMART RAIL USA**



**FREE
FOR ALL
VISITORS**

SMARTBUS & TECHNICAL SEMINAR PROGRAM

TECHNOLOGY CASE STUDIES

9:30am **Presented by**
Nir Hayzler, Vice President Marketing, **Radwin** **RADWIN**

9:50am **MPLS-TP, new recommendations for fiber optic backbone networks used in Rail projects**
Tom Ceunen, Sales Director North America, **OTN Systems** **OTN Systems**

10:00am **Presented by**
Alcatel Lucent **Alcatel-Lucent**

10:20am **Presented by**
Luc Ceuppens, VP of Strategy and Marketing, **Lilee Systems** **LILEE SYSTEMS**

10:40am **Presented by**
Greg Hackbarth, VP CTO, **CTC** **CTC**

11:00am **Exhibition Networking**

IT AND ASSET MANAGEMENT MORNING

11:30am **Presented by**
Robert McKeeman, CEO, **Utility Associates**

11:50am **Using IT for Developing Dynamic Transit**
Michael Hursh, Chief Operating Officer, **Santa Clara Valley Transportation Authority**

12:10pm **Upgrading transit Information Technology as reliable return on investment projects**
John Toone, ITS Program Manager, **King County Metro**

12:30pm **Building a Connected, 21st century Bus Service**
Robert Schneider, Executive Director, **Central Midlands Transit**

1:00pm **Exhibition Networking**

ONBOARD SYSTEMS & PASSENGER INFORMATION AFTERNOON

2:30pm **The OBIS system for onboard information**
Presented by **Nomad Digital**

2:50pm **How future IT changes the passenger experience**
John Polimenakos, Director Business and Product Development, Hospitality Industry, **Lufthansa**

3:10pm **Connecting with Passengers through IT**
Dwight Ferrell, CEO, **Southwest Ohio Regional Transit Authority**

3:30pm **Exhibition Networking**



Book your free on-floor pass: **www.SmartRailUSA.com**



The speakers were relevant and excellent, and the opportunity to interact for questions and networking with attendees were easy”

Clarence Kemper, Business Development Manager – Park & Ride, SkiData Inc

SPONSORS AND EXHIBITORS HIGHLIGHTS

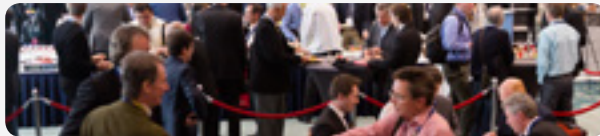
LEAD SPONSOR: LILEE SYSTEMS



Lilee Systems is focused exclusively on delivering the highest quality radio products to the railroad industry. We bring solutions to market that enable broadband communication from low mobility radio for subways to high mobility radios for High Speed Rail.

Our products include the 220Mhz PTC radio systems using Software Defined Radio technology, 802.11a/b/g/n radio for yard applications, 3G radios for dark territories and Mobility Controller for seamless handoff.

Our long term vision is to work with freight and passenger railroads to fulfill all communication and networking needs.



LEAD SPONSOR: POWERTRUNK



PowerTrunk® Inc. is the subsidiary of Teltronic S.A.U. responsible for

business development, distribution and customer support for Teltronic land mobile radio projects in North America. The company is headquartered in Jersey City.

Backed by over 40 years of experience in the design, manufacturing, and implementation of digital and analog land mobile radio (LMR) projects worldwide on a turnkey basis, PowerTrunk presents a broad portfolio of critical communication solutions for the transportation, public safety, utilities, and industrial sectors based on TETRA, P25, and LTE technologies. With more than 300 network references in 50 countries, PowerTrunk is dedicated to providing complete radio network infrastructures, control centers, and end-user equipment, including specialized onboard systems. The company's flexibility, technical independence, and willingness to customize allow PowerTrunk to truly put the customer first to fulfill the most demanding communications system requirements.

ASSOCIATE SPONSOR: ALCATEL-LUCENT



Alcatel-Lucent is the leading IP networking, ultra-broadband access and cloud technology

specialist. With our decades of experience in designing mission-critical communications networks we help Rail operators ensuring on-time, safe and connected journeys. For more information, visit Alcatel-Lucent on: www.alcatel-lucent.com/railways, read the latest posts on the www2.alcatel-lucent.com/blogs/tracktalk/blog.

ASSOCIATE SPONSOR: ICOMERA



Icomera launched the world's first high-speed Internet solution for trains in September 2002 and is today the world's

leading provider of open Internet connectivity and application platforms for passenger transport and public safety. Our award-winning products are deployed on rail, road and sea, serving more than 1 million Wi-Fi users every week in over 26 countries and providing high-speed access for fleet tracking and mission-critical on-board systems. Transport solutions of the future will require more than connectivity – passengers need to be entertained, the vehicles need to be monitored and the staff need to be kept informed. Together with our application partners Icomera is already meeting these and other needs through the deployment of complete transportation communication solutions.

ASSOCIATE SPONSOR: LUFTHANSA



Lufthansa Systems provides consulting and IT services for selected industries and has a

leading position in the global aviation industry. The wholly-owned subsidiary of the Lufthansa Group employs about 2,800 people and has offices in Germany and 16 other countries. The company currently caters to more than 300 airlines and 150 customers from other industries.

The comprehensive portfolio of Lufthansa Systems covers the entire range of IT services. It includes consulting, development and implementation of customized industry solutions as well as the operation of applications in the company's own data centers.

Velimo, Lufthansa Systems' first and fully integrated platform for the hospitality industry is connecting sophisticated infotainment with comprehensive service functionalities and Business Intelligence. Velocity, lithe and mobility – Velimo delivers big across the most important areas of your passengers' experience – connectivity and mobility, access to their favorite news, play games, listen to music, watch movies or check their trip maps using personal devices including laptops, tablets or smartphones. This provides passengers with a truly unique travel experience.

IT PARTNER: NOMAD DIGITAL



Nomad Digital

smarter trains, connected passengers

Nomad Digital is the leading global provider of passenger and fleet-management solutions to the rail industry. Headquartered in the UK, with more than 50 customers across the world, Nomad designs, builds, deploys and manages Passenger Wi-Fi and Passenger Information systems. It also provides remote condition-based monitoring and maintenance solutions for optimising fleet management and operational performance.



COCKTAIL RECEPTION SPONSOR: FUJITSU



Fujitsu Network Communications is a trusted partner that helps public transportation companies expand, modernize and build application-specific, multi-vendor subsystems and communications network solutions. As a recognized leader in collaborative deployments, we offer truly integrated combinations of equipment and services that enable key applications

We take a vendor neutral approach, combining Fujitsu and third-party solutions that enable key applications such as ensuring safety and security, enhancing passenger experience and improving operational efficiency.

Fujitsu has a long history in the rail industry. We've designed, built and operated Information and Communication Technology (ICT) systems and services for major clients around the world. We bring vast industry experience and an acute understanding of the challenges our customers face.

66 Excellent event! Very valuable to meet so many people in the Industry in such a short time frame. I'm looking forward to the next edition already."

Tom Ceunen, Sales Director, OTN Systems

WHY SPONSOR OR EXHIBIT?

SmartRail USA is the definitive showcase for transit technology and operational experts. Attracting 100's of delegates from agencies across North America with a high level congress, combined with an exclusive exhibition and on-floor seminar program the show represents an excellent networking and business development opportunity for select and innovative suppliers.

If you are looking to increase your market presence, build your brand, announce and demo new products and meet buyers from across the whole value chain, you need to exhibit at SmartRail 2015.



Exhibition stands are strictly limited and sold on a first come, first served basis. To reserve your stand please contact **ben.edwards@globaltransportforum.com** or call +44 (0) 207 045 0913

Visit www.SmartRailWorld.com to watch our interviews with exhibitors at SmartRail 2014



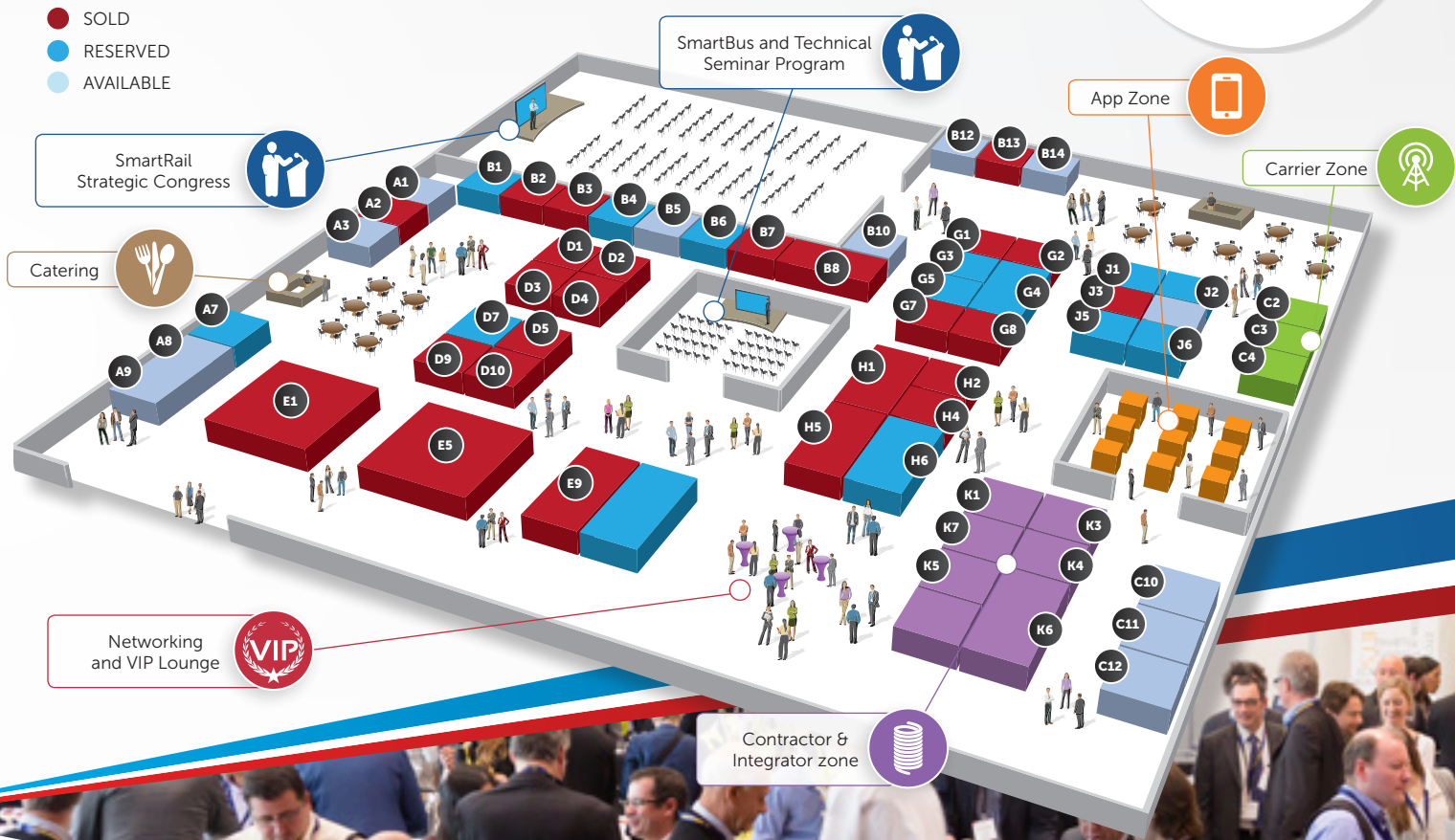
WATCH

Brian M Simons, Sales Manager at Firetide at SmartRail USA



WATCH

Rob McKeeman, CEO, Utility



2015 SPONSORS AND EXHIBITORS

LEAD SPONSORS:



ORGANISED BY:



ASSOCIATE SPONSORS:



IT PARTNER:



COCKTAIL RECEPTION SPONSOR:



EXHIBITORS:



Visit www.SmartRailUSA.com for more information

MEDIA PARTNERS

OFFICIAL MEDIA PARTNER:



OFFICIAL NEWS PORTAL:



OFFICIAL SUPPORTERS:



MEDIA PARTNERS



GL BALPLATFORM



REGISTRATION DETAILS

3 EASY WAYS TO REGISTER



Web: www.SmartRailUSA.com



Tel: +44 (0)20 7045 0900



Email: marketing@globaltransportforum.com

DELEGATE TYPE:

Book by July 17th

Book by October 2nd

Standard pricing

Transit agency & Government

Transit agency, railroads, commuter rail and Government

Pass includes: Access to strategic congress, plenary sessions, exhibition, on-floor seminar program & catering

FREE

FREE

FREE

Industry supplier - strategic congress

Pass includes: Access to strategic congress, plenary sessions, exhibition, on-floor seminar program & catering

\$1,300

\$1,795

\$2,195

Industry supplier - on-floor pass

Pass includes Exhibition & Seminar Program

FREE

FREE

FREE

CHECK OUT OUR OTHER EVENTS:



SMART METRO

INCORPORATING THE 6TH ANNUAL CBTC WORLD CONGRESS

November 3-5, 2015

Copenhagen, Denmark

www.SmartMetro.eu



SMART RAIL ASIA

November 26-27, 2015

Bangkok, Asia

www.SmartRailAsia.com



SMART RAIL & METRO EURASIA

January 26-27, 2016

Istanbul, Turkey

www.SmartRailEurasia.com



April 19-20, 2016

www.SafeRailCongress.com



SMART RAIL EUROPE

May 4-6, 2016, Amsterdam, Netherlands

www.SmartRailEurope.com

For more information please visit: www.SmartRailUSA.com