

## **Transform the Train Passenger** Experience with Ruckus

Improve operational efficiency and engage with travellers in new ways







Fast and robust wireless connectivity with BeamFlex+





Easy, secure authentication and automated connectivity to returning travellers



Up to date departure and platform information that is sent directly to travellers' smart devices

Deploy the Ruckus SmartZone Platform for carrier-class performance scalability and form factor flexibility



**IT STAFF** 

Address dramatic and rapid changes in RF environment and user demand

Zero-touch

connectivity

encrypted wireless





diddig

networks with the SmartZone 100 appliance or the virtual SmartZone

Support multiple

## RETAILERS



increase sales with Engagement APIs and location intelligent mobile applications

Attract travellers, extend dwell time at shop or kiosk, and





insight through footfall

Provide traveller

analytics



ads directly to the mobile device based on proximity to location

TRANSPORT OPERATORS

**Deploy Ruckus Location** Based Services on top of existing Ruckus WiFi

to the changing needs of your

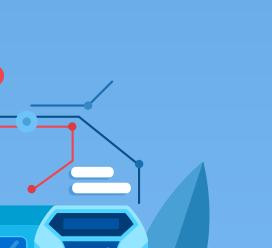
business

WiFi as you grow to expand and adapt



additional hardware costs







**SECURITY** 







assign security staff



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