

# PXCOM ENTERS THE ROAD TRANSPORT WORLD WITH “COACH OF THE YEAR 2016”



Thanks to its partnership with Vision Systems, PXCom participates in the competition awarding the “Coach of the Year 2016” providing interactive destination guides to the passengers and activity booking features.

The award "Coach of the year" (and "bus of the year" every other year) was founded in 1989 to reward the potential and creativity of the bus and coach manufacturers, producing highly sophisticated solutions for everyday mobility needs and comfortable travelling. Many points are taken into consideration: safety, driving comfort, arrangement of steering wheel, displays, mirrors, noise, etc. for the jury to elect the "Coach of the year 2016". The jury consists of 20 journalists from leading bus and coach magazines in 20 European countries. The award ceremony will be held next October at Busworld exhibition in Courtrai, Belgium.

PXCom inflight solution has been adapted to Vision Systems’ “InCoach Entertainment” platform, i-Comfort, based on a BYOD (Bring Your Own Device) and onboard WiFi server architecture. It includes travel guides, tasting guides, events agenda at destination, discount vouchers and a booking engine dedicated to destination activities.

This new media space enables also tourism suppliers to promote their activity directly to the passengers, driving ancillary revenues to the coach operator.

“We are thrilled to have been selected by Vision Systems to extend our activity to the coach world, states Cyril JEAN, CEO of PXCom. Such event is a perfect launch for entering this segment, after airlines and cruise ships”.

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## About PXCom

PXCom helps companies in the public transport sector as well as IFE manufacturers, by transforming their passenger entertainment systems into interactive media. In parallel, PXCom is setting up a worldwide media sales network, enabling local tourism professionals to promote their businesses directly with each individual passenger through PXCom’s innovative solutions.

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