

Joint Press release

Icomera and The Techno Creatives win Red Dot 2021

Gothenburg, October 2021 - The world's leading provider of integrated connectivity solutions for public transport, Icomera, and the product & design agency The Techno Creatives have been awarded the distinguished Red Dot, one of the biggest design competitions worldwide. From 9,000 applications this year, the recognition in the Brands & Communication Design category was given for the Discovery tool, a platform developed from the ground up to proactively optimize Internet connectivity for millions of passengers on a daily basis.

As vehicles and onboard systems are becoming increasingly connected, there is a large amount of data that needs to be handled in a fast, reliable, and secure way. The public transport industry can therefore no longer afford to live in a world of simple monitoring tools and reactive workflows; rather, they require software solutions that empower them to resolve issues quickly.

That's the challenge Icomera's cloud-based software tool is addressing. Developed specifically for public transport applications, Discovery provides enhanced monitoring of fleets and systems. Using machine learning technology to automatically raise alerts, the platform enables issues to be detected, investigated, and fixed at the earliest possible point.

International Design Recognition

Another strong point of Discovery, and the one that impressed the Red Dot jury experts: its design. Through an intuitive, easy-to-navigate, and customizable web interface, the tool allows users to quickly view key metrics, or drill down into the data in order to make granular statistical analyses and troubleshoot root causes with data-driven insights.

Mats Karlsson, Icomera's Chief Technology Officer and founder of Icomera's core technology, said: "It was a pleasure to work with The Techno Creatives – They are fantastic collaborators who helped to deliver Discovery's look and feel to our specifications and beyond."

According to the Red Dot organization, never before have so many companies and agencies faced the professional judgment of the international jury. In total, 20,000 participants from 49 countries submitted products, communication projects, brands, and prototypes, and concepts.

In the Red Dot Award: Brands & Communication Design, where Icomera and The Techno Creatives won, there were more than 9,000 entries. "The Red Dot is the mark

of high-quality design, and to be chosen from so many projects is a great honor. We are thrilled to share this award with Icomera, recognising that our work impacts millions of public transport passengers.", says Emma Rozada, Techno Creatives' Chief Operating Officer.

The award winners will be presented in Red Dot's yearbooks, museums, and on the Red Dot website (www.red-dot.org), from November 12th, when the winners ceremony takes place.

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Icomera is the world's leading provider of integrated connectivity solutions for trains, trams, buses and coaches, serving millions of passengers and tens of thousands of onboard systems on a daily basis. We deliver the fastest, most reliable and secure Internet connection available to a moving vehicle, supporting a wide range of digital applications which increase passenger satisfaction, enhance operational efficiency, and improve safety and security. Our solutions make transport more attractive for passengers and part of a smarter, safer, greener future for everyone, accelerating the transition towards a carbon-neutral world.

A wholly owned subsidiary of EQUANS, Icomera is headquartered in Gothenburg, Sweden, with main offices in the United Kingdom, France, Germany, Italy, the United States, and Canada. Find out more at icomera.com

The Techno Creatives tailor iconic experiences, services, and products - partnering with companies across the globe. With offices in Gothenburg and Shenzhen, The Techno Creatives leverage design, strategy, and tech capabilities to explore, develop, and accelerate new impactful solutions.