

**Jean-Philippe GROS**, *CEO and sales manager of itiView SAS.*

JPG created a web agency in the 1990s, then worked three years in Asia and almost four years in Sydney as a Technical Director of an Australian start-up, now leader on its market.

Today, with his partner Hervé Jolif, he is travelling all over the world to present itiView, a new exclusive wayfinding tool, already sold to SNCF (the French Railway Company), Copenhagen Airports and Milano Malpensa/Linate Airports.

**Nextstation 2013 Conference**  
**Moscow – Kazanskiy Station**  
**17<sup>th</sup> – 18<sup>th</sup> October 2013**

**Application form**


**Short summary**

<b>Title of the lecture: Case Study : how SNCF helps its travelers to prepare their journey and discover its shops and services beforehand thanks to a new immersive navigation tool.</b>
Theme (1 to 6) : <b>6 Innovation and Technology</b>
Summary  All the quality studies and surveys carried out with travelers demonstrate the difficulties they encounter when finding their way in train stations where they have to change and where it is easy to get lost (signage in another language etc.). They also generate customer dissatisfaction and direct costs, in particular by requiring operators to implement significant human and equipment resources to meet the requirement, because traditional information tools (maps, plans in paper or web versions) often prove to be insufficient.  <b>SNCF has chosen itiView, a new tool which allows travelers to plan their trips in an immersive and intuitive way by previewing the exact route through the stations and by discovering, beforehand, the shops and services available. On web, tablets and mobiles.</b>

Eventual comment: