

THE TRAIN OF THE FUTURE ?

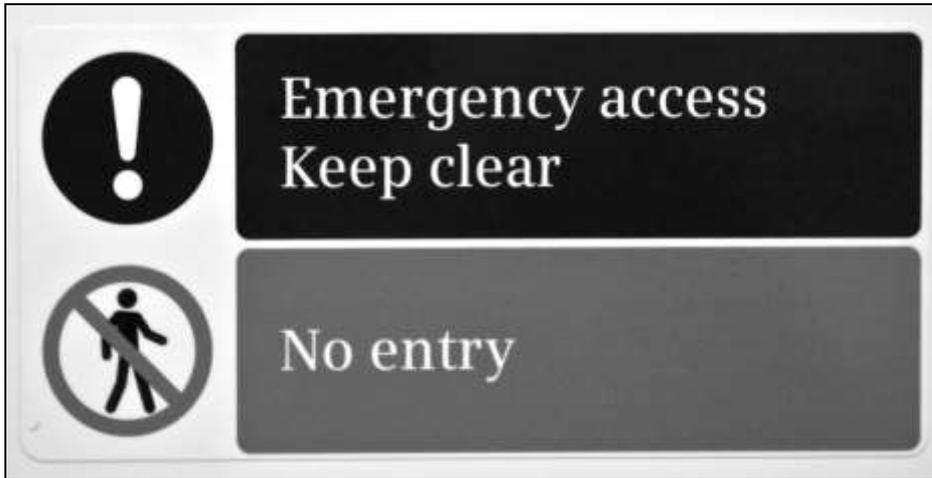


Above: Two views of the proposed design of the 'tube' train of the future. Interestingly, it is just possible to make out that the full-size mock-up includes a front cab door, and 'J' door between the passenger saloon and the cab. Note also (overleaf) the provision of 'walk through' between cars.

All photos, pages 611-613: Siemens Press Pictures



Under the heading of “Innovative exhibition gives a glimpse into the future of underground rail travel”, and in a joint press release by Siemens, with the London Transport Museum and CBS Outdoor UK, commuters will soon have a glimpse of what the future of Underground rail travel could hold. A new exhibition opened its doors on 8 October 2013 on the site of The Crystal in Royal Victoria Docks and will run for a period of three months.



Left: The signage on the mock-up of the proposed new tube stock. Note lettering is not in New Johnston!

“Going Underground: Our journey to the future” showcases future developments for metro-style trains and stations. At the heart of the exhibition is a full-size mock-up of a brand new concept metro train.

Dubbed the “Siemens Inspire”, it has been designed to set new standards in its class and address the diverse demands of public transportation needs within cities. The Inspire is 30% more energy efficient and 20% lighter than similar modern metro trains, with a light and open, fully air-conditioned interior. It is a bit surprising to see a ‘cab’ in the mock-up, as it has been made known by TfL they intended not to order any more Underground trains with cabs.

In addition to the *Siemens Inspire*, the mix of interactive exhibits on display – housed in a temporary ‘station’ building – will focus on technologies to help travellers find their way more easily, electronic ticketing developments, passenger information systems and station management solutions. Visitors can download a specially designed ‘app’ to their smartphone (either via a dedicated link: <http://media4rail.GoingUndergroundGuide.com> or by using a QR code) to help guide them round the exhibition and provide additional detail, whilst the latest technologies provide a hint of what information and advertising solutions could look like in the metro of the future.

The London Underground’s rich advertising history stretches as far back as the Underground itself. And just as the locomotive has evolved, so we have made great strides in meaningfully engaging and interacting with commuters. This exhibition demonstrates how advertisers are breaking new boundaries every day to capture commuters’ imaginations during an average of three minutes of downtime as they wait for the train. More information about the *Going Underground* exhibition is available at –

www.siemens.com/tube150