



.mobi Solutions in Action

thalys.mobi

Presented by Thalys International

“The decision to create thalys.mobi was an obvious one. Because our customers are travelers, they are mobile and they need to access information when they are on the move. From a marketing perspective, this is another communications channel with which we can reach our customers.”

– Yves Vieux-Pernon, Internet Project Manager at Thalys

Company

Headquartered in Brussels, [Thalys International](#) has been transporting leisure and business travelers in Western Europe via trains since 1996. Thalys is the only high-speed European network that connects four countries daily: France, Belgium, Germany and the Netherlands. Thalys carries approximately six million passengers annually. The company has around one hundred employees.

Solution

After studying the market and identifying the needs and expectations of its customers, Thalys decided to give travelers the information they needed via mobile phones – an ideal way to reach these mobile customers. The four-language site provides train schedules and fare information for all of its travelers. Thalys also plans to include up-to-the-minute traffic information on the site.

Bytes and Com's Pascal Debroux, who developed the site for Thalys, said that while content is important, mobile-user behavior was key in driving development.

“The future of mobile internet services is real-time information,” Debroux says. “People want the latest, most up-to-date information. So we needed to make a site that could be updated constantly.”

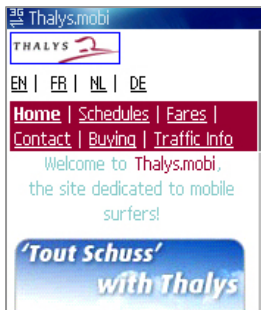
The site is optimized for mobile phone screens and almost all content is just one click away.

Results

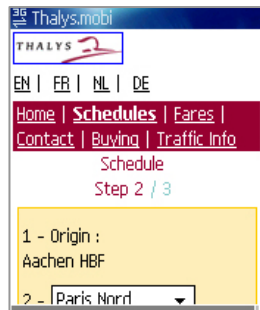
Thalys launched [thalys.mobi](#) on 9 September 2006. By 26 September, the site was getting dozens of visits a day.

According to Yves Vieux-Pernon, project manager at Thalys, “We expect many customers to use the site.”

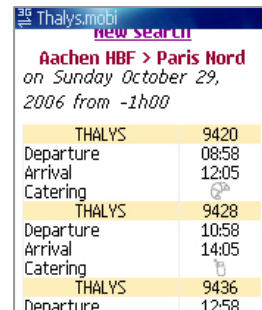
Thalys is working on a module for real-time traffic information. Each train is equipped with Global Positioning System (GPS) technology so that delays can be reported immediately to travelers. The service is expected to be available on thalys.mobi by the beginning of 2007. Later, the company will explore making mobile ticketing available.



thalys.mobi welcome page



Check schedules on your mobile



Schedules at your fingertips

For more information, visit [thalys.mobi](#).

For more information on dotMobi, visit [dotmobi.mobi](#) or email pr@mtld.mobi.