

# WHAT IS THE IDEAS TRAIN?

OVERVIEW OF KEY INFORMATION



# THE IDEAS TRAIN

## Concepts for the future of regional transport

What will rail travel look like in the future? What amenities should regional transport offer tomorrow's customers? These are questions we have been studying at DB Regio as part of a joint project with our colleagues from Südostbayernbahn and DB's d.lab team. The result is a full-scale model demonstrating visionary possibilities for design, sound system, lighting and services on board trains.

The DB team was supported by Munich-based design firm Neomind, which took the customer interests we identified together and incorporated them in the concepts for the project's 22 different modules.



Südostbayernbahn



# IDEAS TRAIN | 22 MODULES

A FULL-SCALE MODEL THAT DEMONSTRATES WHAT CUSTOMERS WANT

Experience in VR  
360.neomind.eu



## The reasons

Every day, millions of people spend a considerable period of time on board local trains. We want to transform this time into something that benefits customers, turn it into an enjoyable part of their day and make sure it plays a positive role in their lives. We want to create a situation where people view local transport as essential to how they live.

## The process

Customers' needs are undergoing rapid change while at the same time becoming more specific. Taking these facts as our starting point, we teamed up with BEG to identify a host of proposals for vehicles' design and new digital services on trains. We tested them with support from passengers and selected the best ideas for further development. To really bring them to life, we wanted to enable people to experience them and try them out. Working with over 30 partners, we created a full-scale model of a double-decker wagon featuring 22 modules covering the complete range of topics. This end product is the Ideas Train.

## The objective

The Ideas Train is a collective platform. With our partners in the rail sector, we want to create new concepts for designing local trains, demonstrate what is possible and work towards including the ideas that score the highest customer ratings in real local trains.

Our goal is ensure that ideas for innovative interior features are available to any company or organisation tendering local rail services. This is a key step towards performing initial live tests and rolling out new proposals in subnetworks around Germany.

# IDEAS TRAIN | 22 MODULES

## IDEAS TRAIN PARTNERS





## Where can I see the Ideas Train?

The Ideas Train is on display at Oberursel, near Frankfurt. Visits to the exhibition hall are open to individual or multiple groups (approx. 8-12 people per group). The hall is also available for bookings as an event location, i.e. for meetings or workshops.

DB Regio manages the hall and is more than happy to open it to anyone or any organisation interested in using it.

Address: Ludwig-Erhard-Strasse 34  
61440 Oberursel (Taunus)  
Germany

Further information is available at [www.ideenzug.de](http://www.ideenzug.de).

## Contact

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