

Fara wanted in Germany

The German company Trend Network AG - supplier of infotainment solutions to the public transport industry in Germany - has signed a partnership agreement with the Nordic IT company FARA in Trondheim. Initially, FARA will provide solutions worth around NOK 60 million over a 3-year period.

Trend Network AG has contracts to deliver information solutions to the public transport industry in the German market. Based on assessments of other international solutions in the field of infotainment systems, Trend Network has targeted on the INFOTAINMENT solution from FARA as one of the strongest and most robust solutions in the market. Fara supplies hardware and software, while Trend manages the content. The infotainment solution shall through displays channel passenger information, news and advertisement etc to the travelling public.

- This is the first time we have gained access to the German market, where there are traditionally many strong local competitors. It underlines that we have solid solutions which are in full competition in demanding markets. Initially, we will be providing information solutions but in the longer term we hope to expand and distribute other products such as electronic ticketing systems, says Fara's CEO Øivind Kirksæter.

Kirksæter aims to be a major supplier of infotainment to the European market and this is a major step in the right direction, he says.

- The main thing is to get our products into the market. The information systems we supply to other markets have given us a good reputation. We provide high quality solutions, and it is very gratifying to receive enquiries from countries that are not yet in our target area. It underlines the fact that we operate in a small but important niche area where references and reputations spread across national boundaries, says Kirksæter.

FARA has together with Trend Network discovered a bigger potential in the German market than the contracts already signed, and we will work up the market according to the signed partner agreement.

He adds: Germany is a mature market that is facing a technological change in the next five years in terms of smart solutions for the collective transport industry.

For further information please contact

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FARA ASA is a listed Norwegian company and a supplier of IT solutions to the public transport sector. FARA is located in Trondheim, Sandvika, Denmark, Finland, Sweden and the UK and has a workforce of 80. FARA has a leading position in the Nordic region and supplies systems for electronic ticketing and passenger information, infotainment, as well as traffic and fleet control systems.