

going mobile

Bob Jooren, project manager at AviaVox, talks about the company's new mobile voice announcement application

■ Tell us more about AviaVox's most recent development.
 ■ At Passenger Terminal Expo 2014 in Barcelona we launched the AMX-series mobile application for use on smartphones and tablets. It complements our range of intelligent automatic announcement systems, which are used by airports and airlines around the world. The AMX-series mobile application gives users the ability to initiate announcements through devices that use the iOS and Android operating systems. It has been launched for the Apple iPad and will be available for Android devices and iPhones by the end of 2014.

Why did AviaVox develop this solution?

We identified a growing requirement for mobile applications within the aviation industry. A number of our customers asked us for an application that can generate their announcements and enable them to be more flexible within the airport environment. The AMX-series meets those needs.

The application can be used by airport and airline staff, and other operating companies within the airport. It can be used in combination with existing AviaVox installations, but can also be used completely separately. This will eliminate the need for a dedicated desktop PC at the gate and give the user maximum flexibility to generate announcements from any location in the airport. Devices can be shared among several users.

What feedback have you received from the industry?

We launched the prototype for this new application at Passenger Terminal Expo to gain feedback from the industry and to see what kind of functionality the airports and airlines are looking for. Feedback at the show was extremely positive and people commented mainly on its ease of use.

The application has a simple and clear interface. The user simply logs in to the system, chooses the information they want to announce and then the system loads the corresponding announcement options. The user just selects the announcement they want to make and then it is broadcast in the selected zones/areas. For example, if an airline employee signs in they can choose the appropriate flight and gate number and from there they can load all the announcement options, such as boarding announcements. The beauty of the application is that it works instantly. Once the user selects the announcement that is presented on the tablet and selects the PA zone they want to

play the announcement in and the correct language, they just press 'play' and it is instantly broadcast in the specific boarding area gate zone.

How does the application complement AviaVox's existing product range?

The introduction of the AMX-series introduces a completely new line of systems and products from AviaVox offering customers a powerful, flexible and future-proof solution for their daily operational applications. The application is in direct communication with our central system, which runs from a PC in a central position within the airport. This app gives the airport and airline staff the flexibility to move around in the airport and still be able to generate announcements when there is the need. One side benefit is that many airport and airline employees already own a smartphone, so they can simply load the application on their own device, meaning there is very little investment needed.

We are now looking to run various trials within airports to see how the system works in a live environment and to gain further feedback on how it can be improved. We are currently in talks with a number of airports to undertake this.

What do the next few years hold for AviaVox?

At the moment we are looking at growth opportunities within the booming Asian market. We are also increasing our presence in Australia. By the end of June we will have completed a major project at Melbourne Airport installing our announcement systems. We hope that this project will provide a showcase to other airports in Australia and that they will learn of the benefits of our automatic announcement systems. ■

The AMX-series offers customers a powerful, flexible and future-proof solution

