PASSENGER
TERMINALWORLD

JUNE 2016

CYBERSECURITY
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REDUCED MOBILITY
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PRODUCTIVITY
Should airports be increasing investment in workspaces for the 'always on' passenger?

clear message

Intelligent automatic announcement systems increase revenues and improve the passenger experience, according to **Johan Godin, managing director and founder of AviaVox**

Intelligent automatic announcement systems supplier AviaVox launched its TTPS-module (text-to-phoneme speech) at this year's Passenger Terminal Expo. This module has been particularly designed to page people in the airport terminal using their names. "The quality of the announcements made is in line with the superior quality and voice characteristics used in our generic and airline-gate-client systems," explains Johan Godin, managing director of AviaVox. "The listeners will therefore have the same experience as if their names were being said by human beings, which makes the announcement easier to understand."

According to Godin there is growing interest among airports and airlines in investing in automatic announcement systems to improve the passenger experience. "Indeed, if these systems are used correctly, the boarding process can be sped up and passenger throughput can be improved as announcements are easy to hear and understand," he adds.

Intelligent automatic announcements can also help to increase non-aeronautical revenues in the terminal as passengers are better informed and have more time to spend in shops and restaurants. "As a result, the airport becomes more attractive for a passenger to travel through. Passenger numbers will therefore rise and increase revenues on a large scale within the airport and affiliated services," Godin argues.

> " We want to continue to **lead the industry in technology and functionality**, and will keep our focus on the airport and airline sector "

LEFT: The AviaVox team at Passenger Terminal Expo 2016 in Cologne, Germany

It is important for an airport to control the number of announcements it makes to ensure that the terminal remains a quiet, relaxing space and yet supports travelers in finding their way by following clear instructions in their native language. Godin says, "Making an effective announcement at the right time and at the right place, in the right language, can only properly be done by an intelligent announcement system, such as AviaVox."

The company's system uses innovative technology to ensure high-quality pronunciation and proper use of grammar, and the company works continuously to ensure its systems are up to date. "The AviaVox systems continuously adapt their announcement structures based on best practice and the ever-changing requirements of our customers," says Godin. "Also, changes as a result of renewed legislation and new operational procedures are in the scope of our development. An AviaVox system is not rigid and will always meet the latest needs of our customers. Making improvements is a continuous process in our company."

Future plans

The company's research and development department is currently working on a number of new products and systems that will be launched to the market in due course, although Godin is hesitant to talk about them in detail. "We want to continue to lead the industry in technology and functionality, and will keep our focus on the airport and airline sector. And of course we would like to increase our market share even further in areas such as Asia-Pacific, South America and North America," he adds.

According to Godin, the traveler will continue to become more involved in the operational processes of the journey. "In fact this already starts at home, where the accessibility of airport and airline processes are already available to the traveler, among them being booking, check-in and off-site bag drop," he explains. "The efficiency of these functionalities is certain to increase over the next few years and the importance of supporting these processes with automatic announcements will also increase. The ultimate purpose is to eliminate as much handling as possible by airport staff, which can instead be easily done by the travelers themselves."