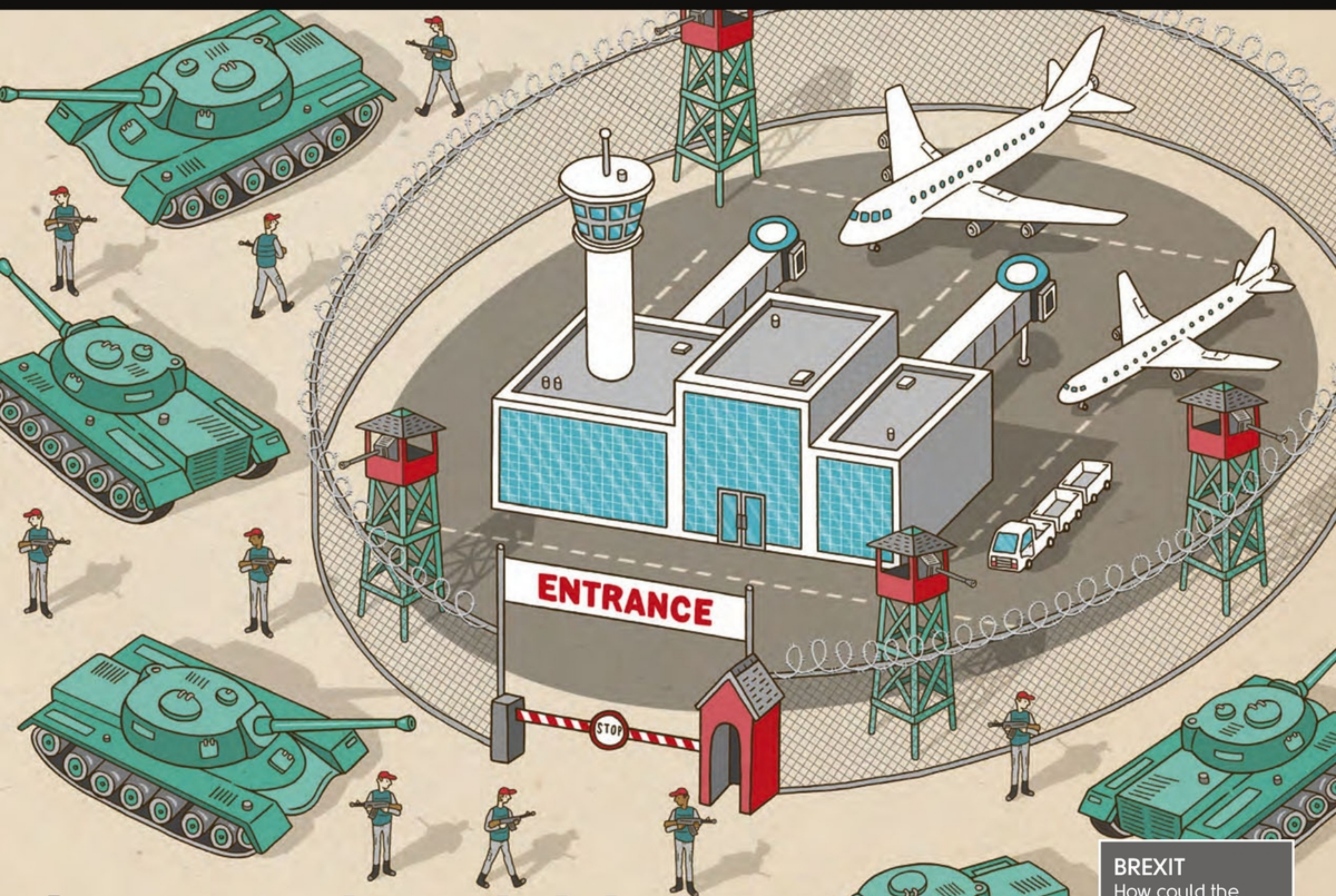


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asian expansion

Intelligent airport announcement systems developed for Asia are set to improve the passenger experience in one of the world's fastest growing aviation markets

■ AviaVox, a developer of intelligent announcement systems for airports and airlines, has decided to focus strongly on the Asian market for the next couple of years. The geographical focus will be on an area within approximately 1,500 miles of Singapore, however the company will also be looking at the Australian market as it has proved to be an interesting area for new opportunities for airport suppliers.

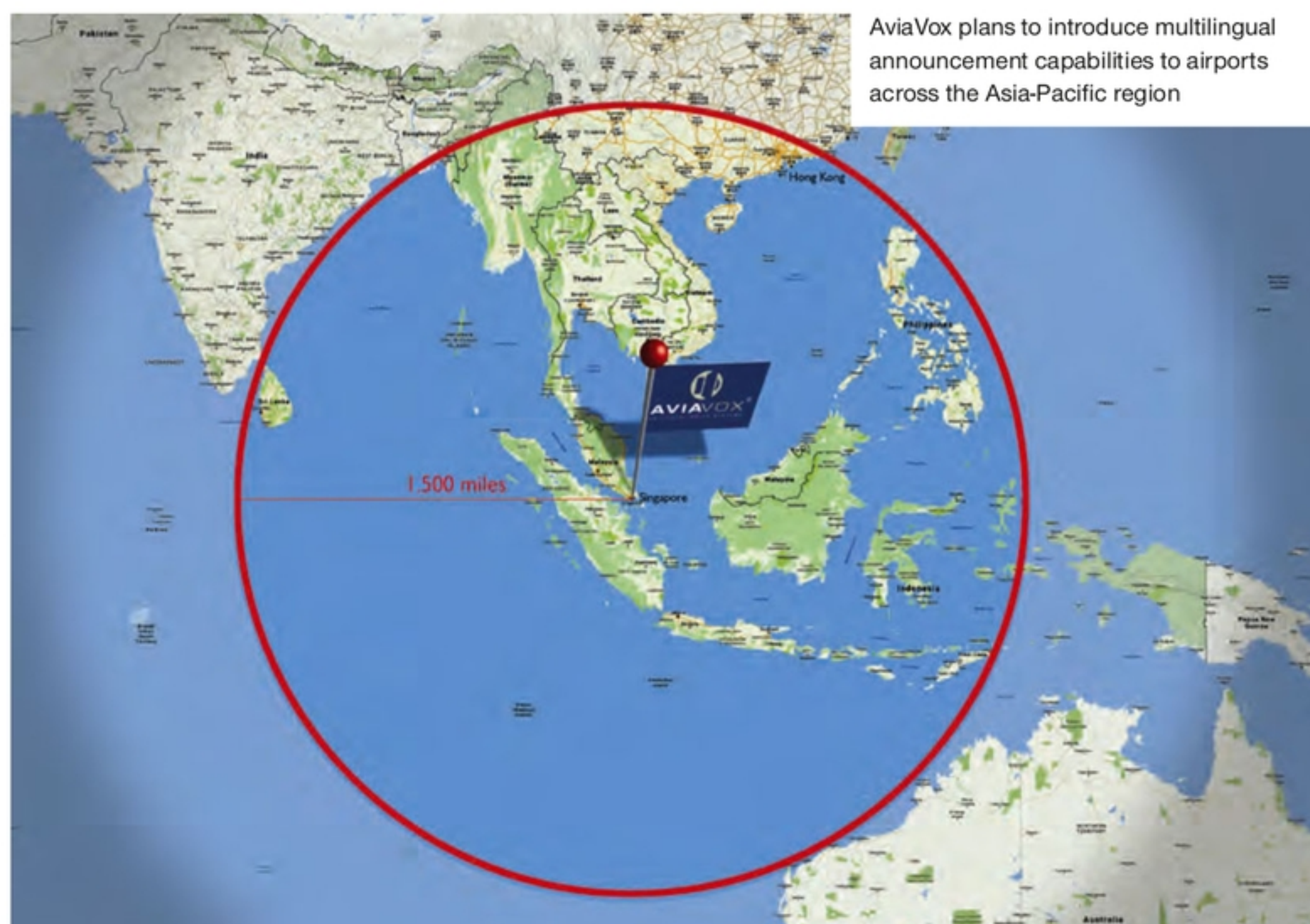
AviaVox's aim is to contribute to a positive customer experience for passengers as they travel around Asian airports. By providing flight and airport related information through multilingual announcements at the airport, passengers will feel more relaxed and informed.

The company aims to support airlines and airports in their daily operations through the development of interfaces that connect the PA, AODB and FIDS systems, by which the announcement system at an airport can operate completely automatically. The system decides which announcements are necessary and when.

Aviation growth in Asia

Over the next 20 years, the Asia-Pacific region is expected to be one of the fastest growing aviation markets in the world. In 2015, passengers numbers increased in the region by 8.3% in the first nine months, with 10 million people traveling per day. There has also been a rise in the number of flights from low-cost airlines, which have increased their market share from 10% to more than 50% in the past 10 years.

Furthermore, the Asia-Pacific region is set to account for 39% of all new aircraft needed by 2034.



Forecasts also predict that Asia is rapidly becoming a higher income region, where the majority of the world's middle class will live. This is likely to increase passenger figures even further as more people will be able to afford to fly.

The ASEAN Open Sky Agreement, which aims to develop a unified and single aviation market among ASEAN members in Southeast Asia, will also promote future aviation growth in the region as capacity in the skies will be opened to all ASEAN airlines.

Improving efficiency

The increased number of passengers expected at Asian airports will mean that there is a strong need for increased efficiency at terminal gates,

which in turn will reduce costly flight delays in an increasingly competitive market environment.

This Asian growth market and its airports can benefit from many new solutions and products to improve passenger and flight efficiency. Myanmar and Vietnam in Southeast Asia both offer great opportunities for new solutions such as baggage drop-off points, self-service kiosks and intelligent announcement systems.

AviaVox has identified these growth opportunities and provides announcements in the native languages of the two countries.

AviaVox started developing announcements in Asian languages, including Mandarin, Japanese, Hindi and Korean, in 2012, but it doesn't cover all languages in Asia-Pacific. The company is currently working on introducing Thai, Burmese, Bahasa Indonesia, Vietnamese and Khmer; they will be available in the near future. Over the coming years AviaVox will provide passengers with the best guidance available through the airport by making high-quality announcements at the right time and in the right place in their native language.

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