PASSENGER
TERMINALWORLD
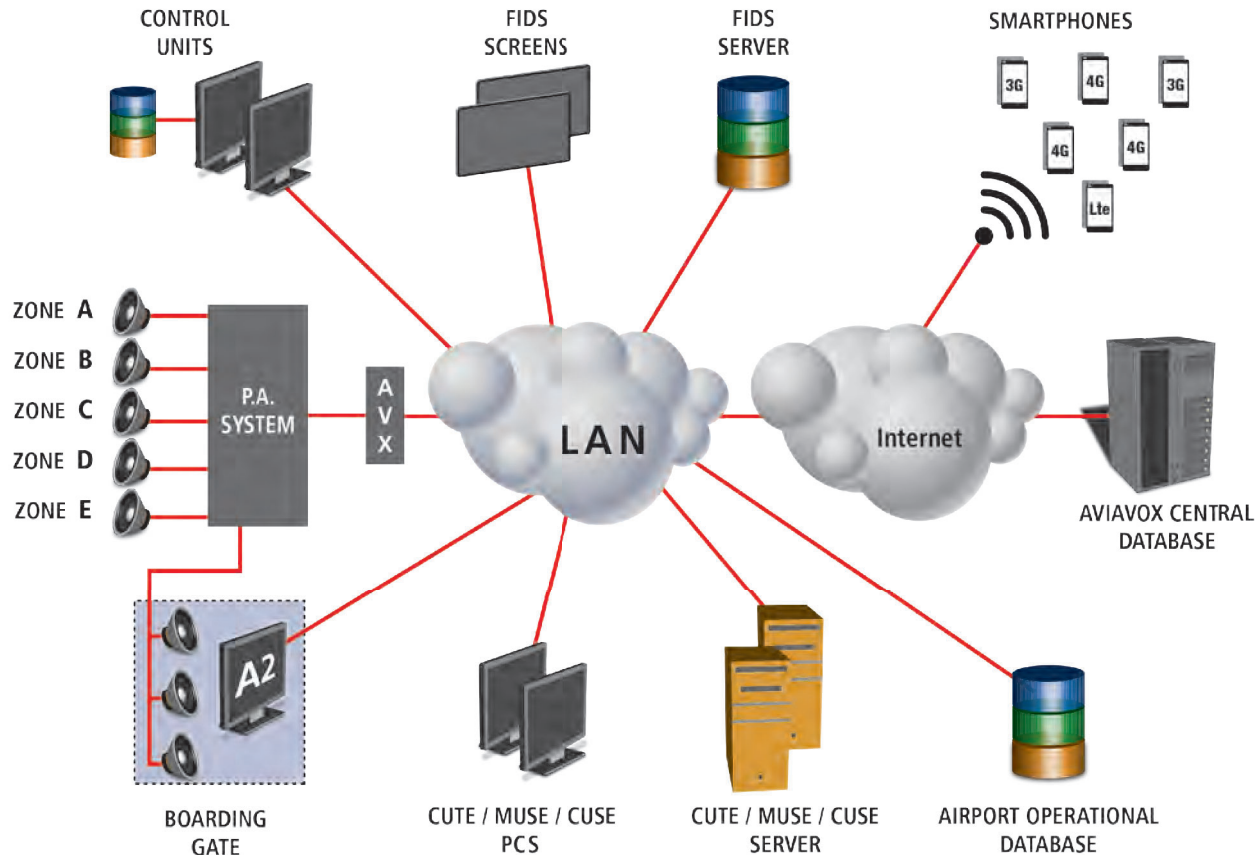
PROJECT UPDATE

The new airport facilities taking passenger experience to the next level

Train Station
Juna-asema | Tågstation

Bus Station
Bussit-asema | Busstation

2020 SHOWCASE

THE INTERNATIONAL REVIEW OF AIRPORT TERMINAL DESIGN, TECHNOLOGY, SECURITY, OPERATIONS AND MANAGEMENT

CONTROL UNITS

FIDS SCREENS

FIDS SERVER

SMARTPHONES

3G 4G 3G

4G 4G

Lte

ZONE **A**
ZONE **B**
ZONE **C**
ZONE **D**
ZONE **E**

P.A. SYSTEM

A V x

LAN

Internet

AVIAVOX CENTRAL DATABASE

A2

BOARDING GATE

CUTE / MUSE / CUSE PCS

CUTE / MUSE / CUSE SERVER

AIRPORT OPERATIONAL DATABASE

MAKE YOURSELF HEARD

HOW CAN AIRPORTS AND AIRLINES MAKE SURE THAT THEIR PASSENGERS RECEIVE THE RIGHT MESSAGE AT THE RIGHT TIME AND PLACE?

The efficiency and speed of a passenger's movement through the airport is of vital importance for the performance of the airport operator as well as the airlines. Passenger flow therefore is a key responsibility for airport operators and can be a headache without the right assistance. Airport developers try their utmost to create a natural flow that will guide passengers smoothly from check-in to boarding, providing commercial and entertainment facilities along the way. But without the right message at the right time, all this effort could go to waste and unexpected inconveniences such as long waiting times, gate changes and delays could cause passengers to board the aircraft feeling unhappy with their airport experience.

A powerful tool

An audible announcement in a passenger's preferred language is a powerful tool to inform travelers and encourage them to act. If they know when to go to the gate to queue for boarding and when to stay seated, for example, they also know if there is time for shopping, dining or leisure. Research shows that passengers who are comfortable and

ABOVE: An integrated network setup using the AviaVox System
BELOW: The Airline-Gate-Client can be tailored to suit individual airlines

satisfied at an airport tend to spend on average up to 45% more in retail outlets.

With this in mind, AviaVox has been developing intelligent artificial voice systems since 1995. Its systems are now in operation at airports all over the world, ranging in capacity from 160,000 to 80,000,000 passengers per year. The phoneme technology used has a remarkably high level of guaranteed natural speech in more than 30 languages. The quality is extremely high and cannot be distinguished from a human voice. The system fully supports airport operations and can be deployed at both terminal and gate levels.

Terminal announcements

The Airport-Terminal-Client (ATeC) system is designed for use throughout an airport, and generates flight-related announcements such as boarding calls, delays and gate changes, as well as non-flight information such as safety and security calls. These announcements are aimed at guiding travelers swiftly and safely through the airport, from the moment they set foot in the terminal. With more than 8,500 possible announcements in a huge range of languages,

the ATeC system more than covers the daily requirements of most airports. The creation of an individual announcement book during the implementation phase supports airports in capturing their brand by means of an announcement policy.

Gate calls

Guiding passengers in their journey, the AviaVox system even supports local announcements in the restricted area of the boarding gate. The Airline-Gate-Client (AGC) system is used by airlines and handling agencies during boarding procedures. It is a powerful software tool that can be tailored to suit the airlines at a particular airport.

The system is set up for a step-by-step approach to guide the passenger, supporting passenger types and frequent flyer programs, through the gate to board the aircraft, and has a proven boarding efficiency improvement rate of up to 14%. When an airline agent opens the application, the software will automatically detect all the essential information about the aircraft departing at that specific gate. In other words it will recognize the airline, the destination, the aircraft type and the specific boarding procedures for that flight. The graphical interface is easy for the agent to use, and a simple click can enable adaptations according to the specifics of the flight. The AviaVox AGC system uses existing PA systems or PABX systems and is CUPPS compliant. It is used by more than 130 airlines worldwide.

Endless possibilities

In addition to terminal infrastructure and connected gates, an airport might also use apron buses or an APM to get passengers to the aircraft or to facilitate movements between terminal buildings. For a really optimized passenger flow, passenger information is also crucial in locations that are not directly connected to the airport's public address system. FlexiVox by AviaVox enables airports and

> **With indoor wayfinding and positioning, the airport can reach passengers** on a personal level

airlines to deliver dynamic audio files in real time in these situations. Given developments such as the trend for check-in procedures to move away from the airport and become part of the surrounding infrastructure, one can only imagine the possibilities when an airport can make announcements at any in-town check-in location.

Integrate it

Providing passengers with audible information is one thing, but what if they are also served with mobile and visual information at the same time? It is possible to provide airports with an integrated passenger information platform, which gives a more personal approach and supports the way people consume information nowadays. In this integrated information flow, up-to-date flight information is only one of many services the passenger can access.

By partnering with leading digital agencies and FIDS suppliers, AviaVox is able to provide all the necessary information, from personalized audio announcements, via an integrated app that combines flight information with positioning and wayfinding, to on-screen real-time personal information and advertising. With indoor wayfinding and positioning, the airport can reach passengers on a personal level. By responding to a visitor's location, the app can assist passengers in finding the fastest route to their favorite shops and restaurants. And when using available data such as current waiting times at security checkpoints and other locations, passengers can be kept up to date on how to use their time most effectively.

This all results in greater customer experience, as an informed passenger is a relaxed passenger (with time to visit shops and restaurants); more satisfied airlines, as automatic announcements at the gate increase the efficiency of their operational processes; and better airport performance because of increased gate capacity, higher passenger spending and the carrying out of silent airport policies. ∎

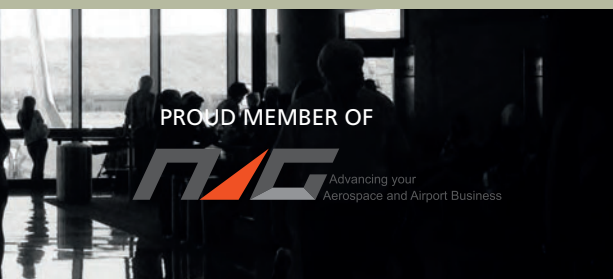# AVIAVOX®

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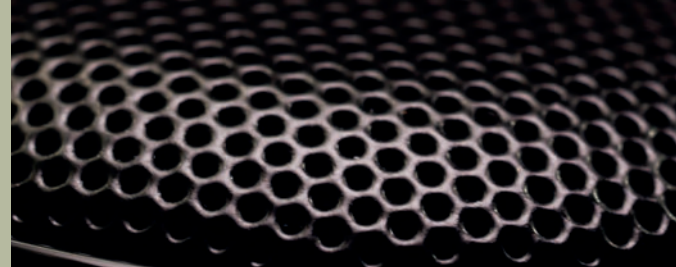
HOOFDWEG 848 | 2132 MC HOOFDDORP | THE NETHERLANDS
T +31 [0]20 - 31 60 110 | E INFO@AVIAVOX.COM

OVER 750.000.000 PASSENGERS

LISTEN TO OUR ANNOUNCEMENTS

AT THE RIGHT TIME AND PLACE

IN THEIR NATIVE LANGUAGE

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Advancing your
Aerospace and Airport Business