

BLUE MOTION ●●●)

for airports, by InterVISTAS

strategic
transportation
& tourism
solutions

THE PRODUCT

BLUE MOTION uses Bluetooth signal tracking to perform automated passenger process and travel time measurements for passenger facilitation and airport planning purposes.

Timing information is captured anonymously by placing Bluetooth receivers in strategic locations within the facility to record the presence and signal strength of Bluetooth enabled devices being carried by an ever increasing share of passengers.

This information is used to develop a database of passenger activity. Our InterVISTAS project team mines the data to better understand the passenger airport experience and develop strategies that maximize customer satisfaction, improve passenger processing and increase revenue generation.

InterVISTAS has the airport experience and insight to translate your passenger information into effective strategy and initiatives.

UNDERSTAND PASSENGER TIMINGS IN YOUR AIRPORT

MAKE INFORMED PLANNING DECISIONS & QUANTIFY FACILITATION INITIATIVES

- ▶ **BLUE MOTION** characterizes the timing of passenger movements throughout the airport, providing useful information about passenger dwell times - pre-security versus post-security, processing times and walking times to/from gates
- ▶ **BLUE MOTION** determines precisely how long each departure process takes: check-in, bag drop, security screening and dwell in retail areas
- ▶ **BLUE MOTION** measures the amount of time spent for arrivals processes: passenger movements through arrivals hall, border clearance processes, wait time for baggage reclaim and exit time from arrivals hall
- ▶ **BLUE MOTION** establishes timing for the connections process: walk to transfer facility, connections border process, bag claim, re-check and passenger re-screening
- ▶ **BLUEMOTION** provides critical information on peak volume, time of day, day of week and seasonality - providing the basis for accurate requirements forecasting for future travel periods



BENEFITS OF BLUE MOTION

- ▶ Make confident airport planning and space usage decisions with the backing of **BLUE MOTION** analysis and information
- ▶ Quantify the benefits of specific passenger facilitation initiatives and alternatives using the rich dataset of process timings collected through a **BLUE MOTION** study
- ▶ Prioritize process improvements, reduced costs, and increased revenues using **BLUE MOTION** analysis to identify critical problem areas
- ▶ Improve peak hour planning using **BLUE MOTION** hourly passenger traffic analysis

THE InterVISTAS ADVANTAGE

InterVISTAS is the ideal partner to design and implement a Bluetooth based passenger tracking project for your airport. With our extensive experience in airport operations, process facilitation, borders and security and commercial revenue generation, we can provide the insight required to optimize your Bluetooth Monitoring efforts. While some Bluetooth tracking services providers are experts in telecommunications, only the InterVISTAS Bluetooth solution was developed by airport experts who have an in-depth understanding of how airports work and the issues they face.

Our experts are renown in the industry and have vast experience in:

- ▶ Airport Retail Strategy, Development and Design – we have developed highly successful retail programs for airports throughout the world.
- ▶ Airport Retail Selection and Negotiation – we have assisted our airport clients in working together with their airport retailers and have a strong global network of airport retail operators.
- ▶ Airport Borders and Security – we have worked extensively with the border service and security screening services to provide data collection, process advice, automated wait time solutions and resource scheduling solutions.
- ▶ Customer Satisfaction – we provide customer satisfaction surveying and benchmarking for a number of large and medium size airports. We understand the issues affecting passenger satisfaction with the airport experience.
- ▶ Air Services Development – we are leaders in the provision of air services development support and fully understand the advantage of concrete and accurate passenger volume information in the development of compelling business cases for air service development.

InterVISTAS is able to correlate **BLUE MOTION** information with other airport data sources to provide comprehensive airport solutions. The resulting benefits to your airport include: operational efficiency improvements, cost reductions, increased revenue generation and a better overall passenger experience.



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