Press Release

Happy Flow™ sets Digital airport era

Vision-Box™ presents powerful passenger flow orchestration platform to enhance stakeholders' collaboration, smart decision making and business intelligence

The air transportation market is booming. IATA (International Air Transport Association) has recently announced that global passenger traffic has risen 6.5% in 2015 compared to 2014, well above the average annual growth rate of 5.5% in the past 10 years. There's an urgent need to rethink airport capacity and flow management in creative and disruptive ways, improving passenger experience and making airports enjoyable, more profitable and further competitive. The way to do it is Digital, affirms Vision-Box™. And they are proving why at Passenger Terminal Expo, the most expected aviation tradeshow for 2016 taking place this March in Cologne.

Lisbon, March 7th, 2016 – Vision-Box has been on the edge of passenger experience innovation, even more since the inauguration of Aruba Happy Flow, the game-changing 100% self-service passenger flow based on biometrics at the Aruba Queen Beatrix International Airport last year. This unique multi-stakeholder passenger-centric framework has put in place, for the first time ever, a streamlined, paperless journey from check-in to departure and beyond, using facial biometrics as a single token. The results were a drastic decrease in passenger waiting times, improved operations, and an unparalleled collaboration between airlines, airport and border control authorities.

Passenger Terminal Expo will be the stage for Vision-Box to unveil what is behind this sequence of passenger-centric touch-points that enables such an outstanding end-to-end passenger journey: an innovative, user-centric and comprehensive common-use based orchestration platform for airports, airlines and governments' managed services, integrating real-time passenger flow management, the necessary security and privacy infrastructure coupled with actionable intelligence through unmatched data analytics capability, which is constantly unveiling new business opportunities.

Miguel Leitmann, CEO of Vision-Box, presents the new platform, named **orchestra™**, as **"**the only common-use management platform bringing stakeholders together, building powerful business intelligence and helping to cope with soaring passenger numbers while offering a unique passenger-centric experience. Airports have to go digital: what really needs to expand is not physical space or resources; it is intelligence. And for that you need powerful orchestration**"**.

orchestra™ is, in fact, the first platform ever based on an end-to-end self-service passenger experience, transforming passenger information and people's flow into actionable intelligence for exponentially accelerated efficiency, enhanced risk anticipation, improved security and new revenue growth.

How? As a passenger goes through the airport, **biometrics are used as a single authentication token to activate transactions at each touch-point by consuming services and data from a virtual Passenger Data Envelope which will be used by stakeholders according to privacy by design and permission-based policies to improve efficiency, security, as well as to offer better services.**

For instance, **transactional information on passenger flows helps Airports plan operations, understand tendencies and anticipate events,** such as congestion and seasonality in movements. Predictive models allow for proactive actions such as

allocating fixed and movable human and physical resources, activating preventive measures, etc.. **Learning more about passengers, flows, dwelling times, trends and behaviors unveils a goldmine of opportunities for retailer partners and, therefore, airports as well as for airlines through frequent travel programmes**. The biometric token may even be used by passengers to access lounges or even pay while shopping.

For an Airline, the information that a delayed passenger will not arrive on time at the boarding gate may be worth an on-time flight, which is today one of the main drivers for customer satisfaction and loyalty.

Border Control Authorities make the decision to authorize a passenger to enter or leave a country according to the validation of their documents, biometric identity and watch lists consultation, or activate measures based on risk profiles, among others.

The full-fledged **orchestra™ intertwines all these data inputs and outputs and translates them into actionable information for stakeholders, according to the Privacy by Design** methodology, which is based on a set of intelligent layers which guarantee a secure and segmented information orchestration to safeguard compliance to any legal requirements and personal data protection framework.

> **Leitmann added "***The digital transformation of airport goes well beyond small technology experiments which fail, on a long-term basis, in achieving goals for the stakeholders and, especially, for the passenger. orchestra™ provides the holistic, overarching airport view the industry has been looking for, managing self-service biometric-enabled touch-points to achieve a superb, streamlined passenger process, and unlocking a world of security, efficiency and commercial benefits for those who want to offer superior service value for the passenger.***"**

To provide first-hand insights and testimonial, Vision-Box is honored to have James Fazio, CEO of Aruba Airport Authority, with Vision-Box CEO Miguel Leitmann, presenting "The happy flow revolution: passengers using the airport by themselves" at Passenger Terminal Expo in Cologne, from March 15th to 17th. orchestra™ will be presented at Vision-Box stand #7065, together with the new Vision-Box passenger app, AppyFlow™, which constitutes the first mobile touch-point providing the passenger with a real-time interface with all stakeholders to start his journey off the Airport.

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About Vision-Box

Founded in 2001, Vision-Box is the leading provider of electronic identity solutions, intelligent security management, and automated border control systems that use ICAO-compliant standards.

The biometric border control portfolio aimed at airports, airlines and immigration authorities includes solutions addressing a variety of operational scenarios which englobe security check-points, self-boarding gates and automated border control gates.

Every second, millions of images are being captured and processed by Vision-Box systems installed right at the heart of the most prestigious organizations, who trust our biometric identity and digital video management solutions for their critical applications.

Covering the entire ID management life cycle, Vision-Box also delivers to governments and issuing authorities solutions ranging from live biometric enrollment stations to document verification kiosks and digital document dispensers.

Starting with the process of identity enrollment, covering the life cycle of a biometric identity document and finally assuring its verification and identification towards the user, Vision-Box's product portfolio is linked together through a powerful service platform, which orchestrates the trusted chain of identity of the citizen. Vision-Box's solution portfolio enables the implementation of advanced border management systems, integrated with advanced digital video analytics solutions, intelligent biometric and biographic data management engines and danger management functionalities.

Vision-Box operates over 1200 Automated Border Control and Passenger Experience solutions in more than 60 international airports and has over 3000 Electronic Identity Management systems deployed across the globe.

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Would you like to schedule an interview?

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