Connected passengers….
Connected bags….
What's in it for passengers?
What's in it for Industry players?

Mr Patrice ABOUT – Director of Innovation – AF-KL Marketing

Follow me, follow my pax….

Context

- Massive spread of smartphones, tablets and smartwatches
- Exponential offer and usage of apps
- Passengers more and more demanding regarding autonomy and real time info
- Airlines transferring more and more tasks from their staff to passengers

The Industry thinking so far

- Offering more and more functionalities on the move
- Everybody looking at real time location of passengers for 2 main purposes:
- Guiding and informing the pax real time: use parking lot 3, go to drop zone 2, waiting time a security is 12mn, buy discounted perfume X, have a drink/meal in restaurant A, go to your connecting gate through this way, etc…
- Informing airports/airlines real-time: pax A is still 3km away from the airport, pax B is in security lane, 15mn queue at check in 4, 21mn waiting time at security check pier C, etc… All these data being stored for smart historical analysis

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Follow me, follow my technology….

How to implement that vision

- **Many major airports and airlines are looking at plenty of variants to offer:**
  - ✓ **Real time traffic and waiting time**
  - ✓ **Real time indoor guidance within the airport (for connection or shopping etc…)**
- **Based on different technologies:**
  - ✓ **BLE, NFC,…**
  - ✓ **iBeacons, LoRa,….**
  - ✓ **Cameras, google glasses, etc**

Airports seem to be in the driving seat so far

- **Because they are the landlords when it comes to hardware installation**
- **Because they see this new step as an opportunity for the future: better service, better optimization of facilities, better targeting of consumers, etc…**

But is this the way to go?

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Follow them, follow the trend….

A massive number of passengers

- **Have a smartphone**
- **Are more and more used to rely on it for every type of question/situation**
- **But are not paratroopers…..**

Coverage and availability is the key to massive adoption

- **Less use even if a great offer just available in a very specific location or with a very specific equipment**
- **If each airport invest his own way on different technologies, we are going to face the following:**
  - ✓ **It's going to take a decade to spread out throughout the top 200 airports in the world**
  - ✓ **Knowledge of the service will remain very poor thus usage as well**
  - ✓ **At best it will provide 50% satisfaction for the "non-paratrooper" passengers**
  - ✓ **It'll be extremely long and costly to include these airport related infos into all airlines apps**

We need to go the "waze" way

- **Avoid any hardware investment (or very minimal) but rely on users to share with others (pax, airlines, airports) real time info**
- **Allow a very massive deployment of a very simple location service**

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Follow the pax, follow his bag….

Another new challenge is arriving quickly for airlines

- **Small and very affordable bag tracking devices are arriving**
- **Delivering real time location to individual passengers**
- **Without the airline knowing about it**

New risks, new opportunities

- **This trend is beyond our control and will happen whether we like it or not but**
- **Risks:**
  - ✓ **Flight safety (interferences with aircraft)**
  - ✓ **Flight security (harm to aircraft)**
  - ✓ **Perception of quality of service: the pax knows better than the airline!**
  - ✓ **Handling of pax on board knowing their bag is not but plane is leaving?.....**
  - ✓ **No ICAO or IATA regulation regarding these devices (Certification? Prohibition?)**
- **Opportunities**
  - ✓ **Airlines should propose such product to their customers (ancillary revenues)**
  - ✓ **These devices could help airlines improving their own bag performance**
  - ✓ **So that, at least, passengers and airlines are on a level playing field, sharing real time info**

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Follow the trend… But follow smartly….

The Industry is going to live another technological revolution in the coming years

- **Real time pax location will be there quickly**
- **Real time bag location as well**

But this has to be done smartly

- **Avoiding to go individually on different or proprietary technologies**
- **But going fast enough to remain "on top of it"**
- **And taking into account the new world of possibilities opened by connected devices massively present among our passengers**

THANK YOU!

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