

SmartZone

we
connect you
with your customers



TAV | TECHNOLOGIES
THE FUTURE IS UNDER OUR WINGS

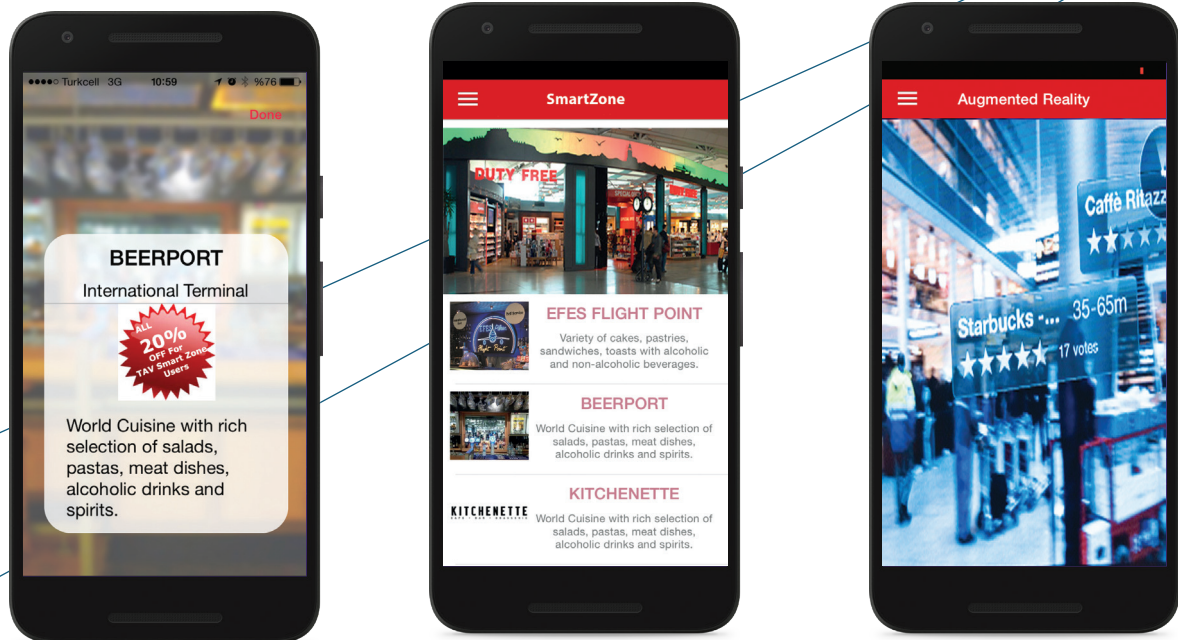
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✈️ TAV SmartZone

Combining the use of mobile apps and location-based services, the airports are now able to reach out to their VIP passengers in the right place and at the right time (for example when they are walking towards the security check) to increase customer engagement and drive interactivity.

TAV SmartZone consists of a tailor made, multi-platform mobile application and iBeacon implementation throughout the airport for precise location services.



✈️ TAV SmartZone KEY FEATURES AND BENEFITS

- Increase customer engagement
- Drive interactivity and improve customer relations
- Monitor passenger activity within the airport to optimize airport resources
- Increase commercial turnover and profitability of your operations by effective usage of proximity marketing
- Improve customer satisfaction and prestige of your airport
- More relevant information for customers
- An increased opportunity for upsales
- Gaining new customers
- Increased customer loyalty
- Ability to gauge customer preferences
- Opportunities for discounts, promotions, and coupons
- Less waste of paper used to print coupons

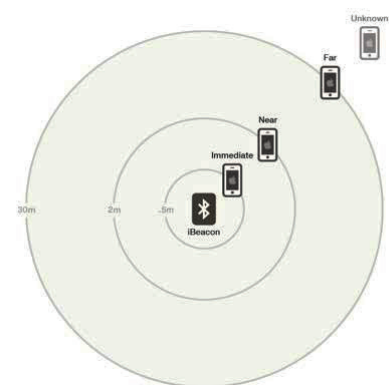


✈️ BENEFITS OF BEACONS

Beacon is a technology standard, which allows Mobile Apps (running on both iOS and Android devices) to listen for signals from beacons and react accordingly. In essence, Beacon technology allows Mobile Apps to understand their position on a micro scale, and deliver hyper-contextual content to users based on their location. The underlying communication technology is Bluetooth Low Energy, which is a wireless network technology used for transmitting data over short distances and is designed for low energy consumption and cost.

Airports and commercial areas in the airports can benefit from using Beacons. Some benefits include:

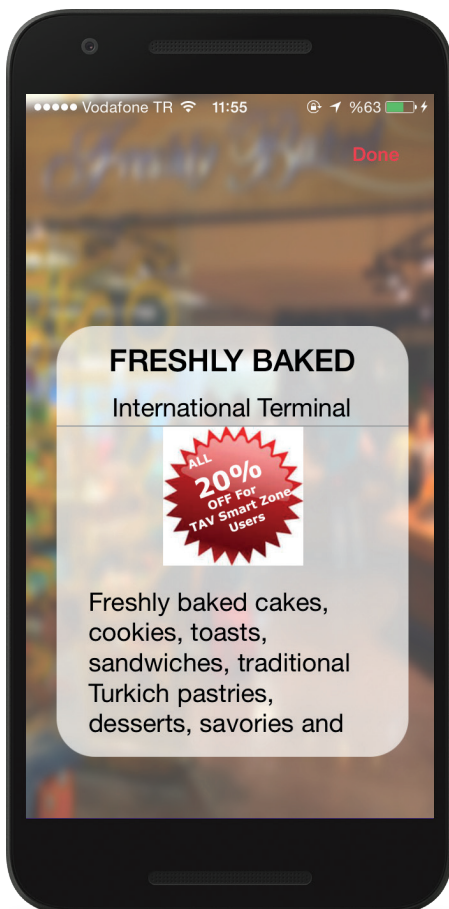
- More precise than other indoor location enabling technologies (such as WiFi)
- Lower investment in infrastructure
- Easier and faster to implement
- Easier to manage



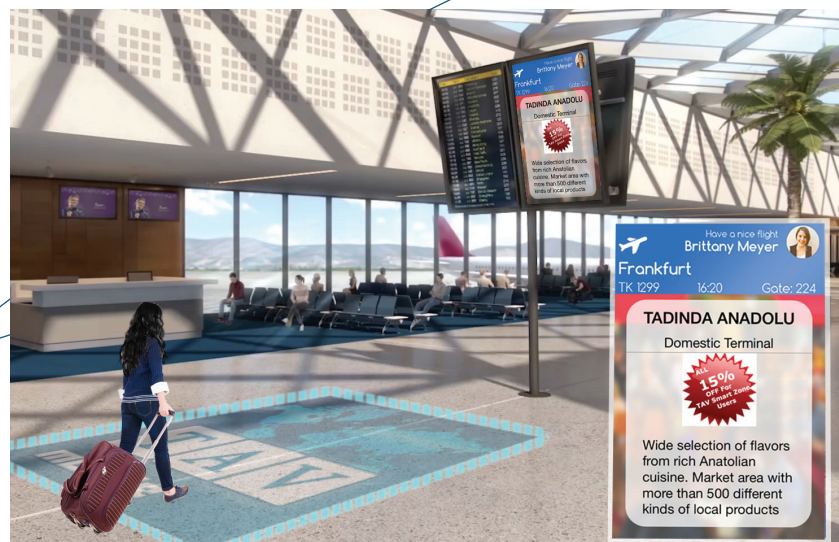
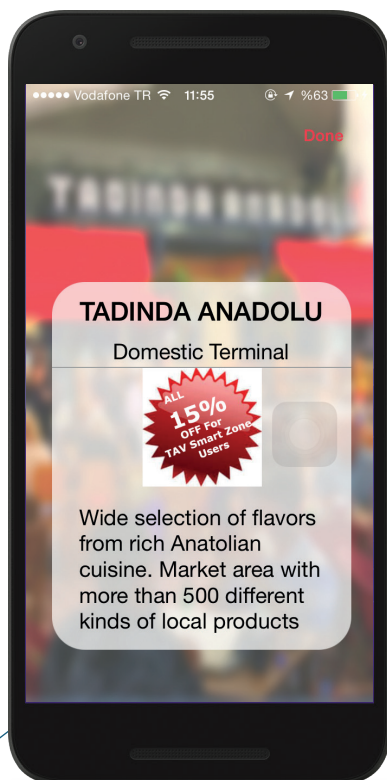
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✈️ ENDLESS POSSIBILITIES WITH TAV SmartZone

- Passengers check-in and receive the boarding pass and receive information about airline check-in counters upon entering the airport. After checking in, passengers receive information about their flights such as boarding time and gate number and will be directed to the right boarding area while being informed about the nearest cafe/restaurant.
- When the passenger enters the Duty Free zone, targeted messages (texts, small images) and online rich media links (video, sound, etc.) can be sent through TAV Mobile app for promotions, offers, or any informational content.
- Upon landing, passengers can receive the lock screen notification of the baggage claim area and the relevant offers (taxi to the city, accommodations, etc.). Passengers waiting in the main terminal can receive special offers like commission-free currency exchange.
- High precision of the iBeacon devices allow more accurate indoor navigation, which helps passengers to find their ways in your airport more easily.



- Location analytics, which uses advanced data mining techniques tuned to the type of data the iBeacon location provides. It estimates the number of visitors, how much time they spend in your shop or specific area, and the frequency of their visits, so you could make estimates about the popularity of your shopping area, favorite items, trading trends, etc.
- TAV SmartZone can be used to track passengers' movements from the moment they park until their plane takes off. This will allow you better understand congestion during peak times and optimize airport resources in a more effective and faster way.
- Smart Zone functionality displays recommendations about exclusive deals in a highly personalized manner while passenger are standing in front of SMART FIDS screen. The goal is to enhance both airport revenues and passenger experience, also increase passenger loyalty rate to soar along with the increased revenues it brings.





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