

# SITA PASSENGER INFORMATION

**SITA**  
AT AIRPORTS

Enhancing the passenger journey with accurate and timely information

Pre-COVID-19, air travel was more popular than ever, with air traffic volumes set to double over the next 20 years. Current challenges are placing a spotlight on issues such as travel stress, revenue generation and brand reputation.

**SITA Passenger Information** is a suite of integrated solutions designed to enhance the passenger journey by providing accurate information in a timely manner.

## WHAT CAN SITA PASSENGER INFORMATION DO FOR YOU?

### Improve the passenger experience

As the passenger journey becomes more complex, airports and airlines will need to inform passengers of new health and safety regulations. This is done with clear audio, eye-catching visuals and digital touchpoints. Knowing exactly how their journey is progressing should lower passengers' anxiety moving through the airport.

### Grow non-aeronautical revenues

Expand earning potential by increasing dwell time, creating awareness of dining/retail options and increasing advertising and promotional opportunities.

### Enhance your airport brand image

Build your credibility by communicating consistently and accurately on all consumer digital channels, demonstrating innovation via large contextually aware touchscreens. You can also continually leverage data to inform future passenger communication plans.

# SOLUTION COMPONENTS



## SITA INFORMATION DISPLAY SYSTEM

Next-generation flight information display system (FIDS) supporting the seamless flow of passengers through your airport.



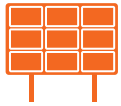
## SITA PUBLIC ADDRESS SYSTEM

Advanced audible information system to keep passengers informed every step of the way.



## SITA TRANSIT

Dynamic, media-rich transit passenger information display system.



## SITA INFORMATION DISPLAY SYSTEM

A dynamic flight information display system (FIDS) facilitating the efficient and effective flow of passengers through your airport. It communicates important information like flight times and statuses, as well as other key messages.

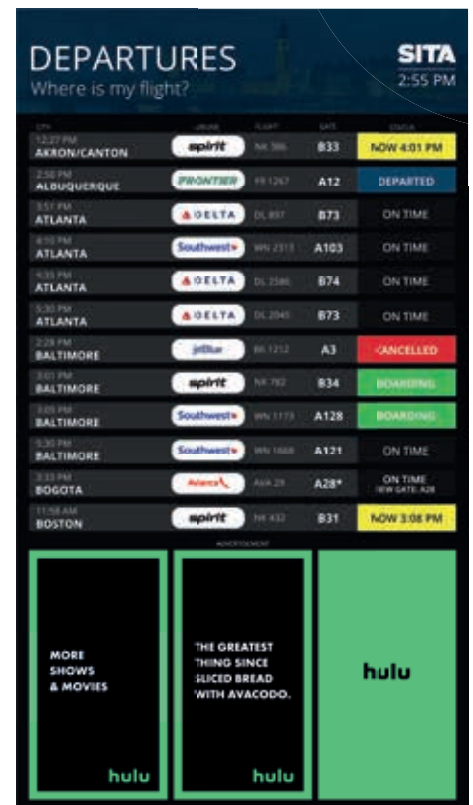
Unlike other FIDS solutions, SITA Information Display System ensures the right visual and audio messaging reaches all intended passengers in an accurate and timely way. It also provides the opportunity for targeted advertising, with the potential to increase your revenue.

### Key features

- Web-based management
- Flexible integration options
- Intelligent monitoring
- Comprehensive flight data management
- Smart messaging
- Bandwidth efficient
- Cloud or on-premise deployment

### Key benefits

- Reduce your costs with a single system
- Communicate simultaneously with passengers speaking multiple languages
- Improve passenger flow
- Increase ancillary revenue via advertisements and promotions, targeting specific subsets of passengers
- Manage disruption by providing timely airport information to all stakeholders
- Improve ease-of-use with an intuitive GUI



### Featuring "Dark Mode"

Environmentally friendly requiring less energy, reduces costs (less screen burnout), standard out-of-the-box option.



## SITA PUBLIC ADDRESS SYSTEM

An innovative passenger information and public address system that can operate as a standalone solution. It improves operational efficiency and message clarity and allows handling agents to spend more time focusing on customer service.

### Key features

- Automated flight status updates
- Hands-free message capability
- Simultaneous AV presentation
- Powerful software-based system
- Emergency messaging and mass notification
- High availability system design

### Key benefits

- Ensures passengers receive timely information
- Provides equal access to disabled passengers
- Enhances public safety
- Improves the passenger flow
- Increases passenger satisfaction



## SITA TRANSIT

An ideal solution for any transit authority (rail and bus) wishing to communicate important information to aid the flow of passengers through a station efficiently and effectively.

### Key features

- Template-level data transformation
- Data integration
- Template-based display architecture
- Emergency communication system override

### Key benefits

- Reduce implementation costs
- Communicate simultaneously with passengers speaking multiple languages
- Increase ancillary revenue
- Improve brand image
- Support multi-modal integration

## WHY SITA?

Over 70 years ago, SITA was born to share data, so collaboration is in our DNA. SITA Operations at Airports is the most comprehensive toolkit of products on the market.

SITA ensures all stakeholders have the information they need to plan for and resolve issues together. For passengers, this means traveling with confidence and control, enjoying a streamlined, predictable, and enjoyable journey. The result is a best-in-class passenger experience they'll want to repeat.

### SITA AT A GLANCE

#### Easy air travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with about 400 air transport industry members and 2,800 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA.
- Our customers include airlines, airports, GDSs and governments.
- Created and owned 100% by the industry, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.
- With a customer service team of over 2,000 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- In 2019, we had consolidated revenues of US\$ 1.8 billion.

For further information, please visit [www.sita.aero](http://www.sita.aero)



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