

SHAPING THE FUTURE OF TRAVEL



SITA

ABOUT SITA

100% INDUSTRY -OWNED AND DRIVEN

- 1 Owned by hundreds of air transport industry members.
- 2 Driven by around 30 air transport industry IT leaders, who sit on SITA's Board and Council.
- 3 Working with our Customer Advisory Boards, industry bodies and user groups to meet real air transport requirements.

OUR CUSTOMERS

- > Airlines
- > Airports and vertiports
- > Ground handlers
- > Governments and border agencies
- > Aerospace, aircraft and airframe manufacturers
- > Air navigation service providers
- > Air cargo
- > Maritime
- > eVTOLs
- > Rail
- > Transfer companies
- > And more

For nearly 75 years, SITA has been at the heart of the air transport community - dedicated to meeting the community's needs.

Airlines, airports, ground handlers, governments and more, all rely on SITA's solutions and expertise to help keep the wheels of the industry in motion. They all depend on SITA technology to make travel easier and safer every step of the way, helping them to meet the expectations of passengers of the future.

Being owned by the air transport community, we collaborate closely with our members, customers and industry bodies around the world to add value for the community. Because we're industry-owned, our strategic direction, developments and innovations are driven by real industry requirements.

We're guided by the expertise and experience of the SITA Board and SITA Council, and our wider membership. Together, they drive SITA's success. And together, we're shaping tomorrow's IT and communications solutions for the broader travel and transport industry.



A BROAD PORTFOLIO FOR TRAVEL AND TRANSPORT



AIRLINE

Airline communications, data collaboration and business solutions



AIRPORT

Passenger processing, airport operations, baggage management



GOVERNMENT

Border management



TRAVEL AND TRANSPORT

Intermodal travel and transport



AIRCRAFT

Sustainable and efficient flight operations, air traffic management and aircraft maintenance



CHAMP CARGOSYSTEMS

Cargo management, community integration, eCargo

WORKING WITH THE COMMUNITY

COMMUNITY SOLUTIONS

SHARED INFRASTRUCTURE

INDUSTRY STANDARDS

20 Number of industry bodies that SITA works with in setting standards

40 SITA participants to 55 different standards setting working groups

MAIN ORGANIZATIONS

IATA, ACI, ICAO, FAA, CANSO, WTTC

REGIONAL ORGANIZATIONS

ATA, AEA, ALTA, AACO, AAPA, AFRAA

PLUS

AAAAE, ACC, OTA, ITU, WCO, WTO

COMMUNITY RELATIONSHIPS

WORKING GROUPS

IATA TYPE X, IATA COMMON USE, ATA E-BUSINESS, ICAO AFSG, ACI ACRIS, EUROCONTROL SWIM

AND MANY MORE

High level relationships in all key air transport industry bodies, globally and regionally

SITA Board, SITA Council, customer advisory groups, user groups

SUSTAINABILITY



REDUCE EMISSIONS*

*AS PER THE PARIS AGREEMENT WITH THE SCIENCE BASED TARGETS INITIATIVE



EMPLOYEE

VOLUNTEERING PROGRAMS

INDUSTRY CHALLENGES



DIGITALIZE & AUTOMATE PROCESSES

INTEGRATE NEW TECHNOLOGIES

FLUCTUATING FUEL PRICES

SUSTAINABILITY



ADDRESS DATA PRIVACY CONCERNS



SAFETY AND SECURITY



PASSENGER EXPERIENCE IMPROVEMENTS



HIGH OPERATING COSTS



INFRASTRUCTURE CONSTRAINTS



LABOR SHORTAGES

THE WAY FORWARD IS DIGITAL



Self-service solutions



Automation technologies



Reduce the burden on staff



Automated planning



Efficient resource utilization tools



Cut costs and increase operational efficiency



Cloud infrastructure and new paradigms



Development of new mobile solutions for passenger processing



Cost reductions during times of crisis

IT INSIGHTS SURVEY

93%

of airports expect overall IT expenditures to grow

75%

of airports anticipate IT&T investment increase

OVER THE NEXT **2 YEARS**

airlines are predicting continued increases in IT budget

READ MORE HERE



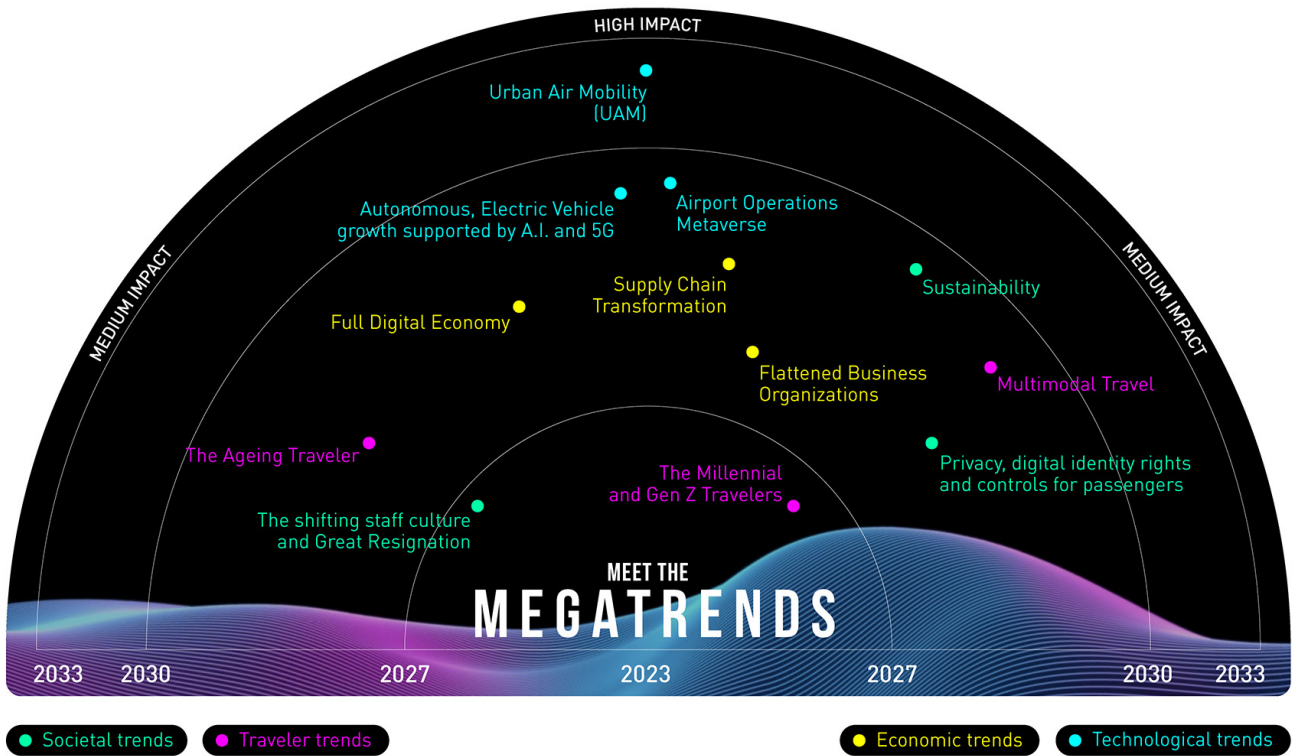
TRENDS IN THE AVIATION INDUSTRY

The travel industry is adapting to the post-pandemic era by streamlining operations and passenger management while embracing new digital technologies to meet pressing issues and requirements.

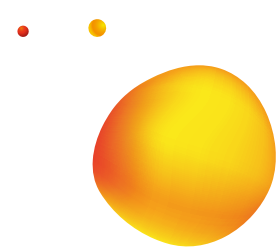
The focus is:

- > Improving passenger mobile services
- > Strengthening cyber security
- > Cloud service capabilities

TRENDS IN THE TRAVEL INDUSTRY



READ THE MEGATRENDS BY SITA



HOW DO WE IMPROVE THE PASSENGER EXPERIENCE?

Airports and airlines are balancing the necessity to deliver a safer and near walk-through, touchless airport experience while maximizing their assets and minimizing costs.

Adoption of the contactless technologies has been accelerated by the pandemic. But, how can you evolve current solutions and infrastructure, leveraging cloud, to become more agile, to manage increased volatility and deliver the next generation of passenger processing?

Learn more on how you can improve the passenger experience on the ground.

Providing comprehensive self-service solutions which automate and facilitate the passenger journey from secure check-in to boarding. Built on proven common use systems, delivering a low-touch, seamless, secure and cost-effective customer experience.



1 BILLION

passengers enjoy fast, easy boarding every year, thanks to SITA



+4,000

biometric touchpoints at 22 locations and rising.



NEARLY 100%

of British Airways passengers chose biometric boarding from flights from Orlando to London Gatwick

CREATING A SAFER, FRICTIONLESS, PASSENGER JOURNEY — THROUGH LOW-TOUCH AND CONTACTLESS PASSENGER PROCESSING

> SITA SMART PATH

A low-touch, biometric and cloud-enabled whole journey identity management solution facilitating self-service travel from check-in to boarding.

> SITA FLEX

Next-generation cloud-based, open API platform enabling mobility and low-touch operations, on and off-airport.

> SITA PASSENGER FLOW MANAGEMENT

Optimize passenger processing and flow with analytics to better understand your passengers.

> SITA MAESTRO

SITA Maestro provides airports, airlines and ground handlers with a more automated and cost-effective way for their agents to process an airline's passengers.

> SITA DEVICE MANAGEMENT

SITA Device Management ensures that your business-critical devices are fully operational, up-to-date and secure around the clock.

YOUR FACE IS YOUR BOARDING PASS

The air transport industry's most comprehensive whole-journey identity management solution where your face is your boarding pass.

SITA KNOW-HOW

We are leveraging our identity management capabilities and applying them to the whole passenger journey.



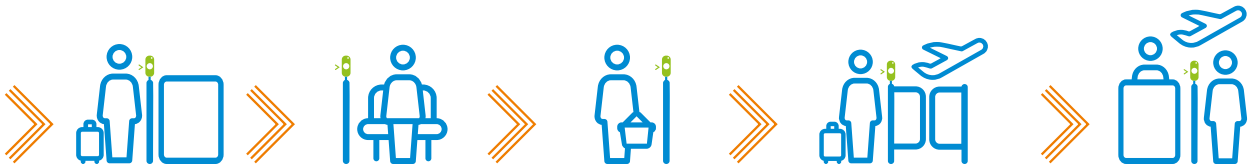
1 MOBILE CHECK-IN

2 ASSISTED CHECK-IN

3 SELF-SERVICE CHECK-IN

4 SELF-BAG DROP

5 SECURITY SCREENING



6 BORDER CONTROL

7 AIRLINE LOUNGE ACCESS

8 DEPARTURE LOUNGE RETAIL AND WAYFINDING

9 SELF-SERVICE BOARDING

10 ASSISTED BOARDING



SITA SMART PATH BIOMETRIC SOLUTIONS

SITA Smart Path Gates:

- > Faster checkpoint processing
- > Unique individual identification
- > Enhanced security features

SITA Smart Path Gates provides a state-of-the-art and cost-effective passenger processing solution. They have multiple applications, including:

- > Self-boarding
- > Border control
- > Security access (including lounges)



SITA Smart Path Kiosks are self-service, enabling passengers to move through the airport faster and more efficiently. These serve several functions:

- > Check-in
- > Bag tag
- > Border control

The kiosks can be biometric enabled for contactless, seamless, and secure passenger throughput.





SITA SMART PATH BAG DROP

SITA SMART PATH DROP AND FLY

A new-fit bag drop solution. It is ideal for airlines, airports and ground handlers looking to equip terminals with the technology of the future. Passengers can easily and safely check in their luggage using the modern and fully enclosed design.

SITA SMART PATH SCAN AND FLY

A simple and cost-effective retrofit bag drop solution, enabling you to cut down on queues and reduce your operational costs. It allows passengers to check in and drop their luggage in as little as 60 seconds.



SITA SMART PATH MOBILE

SITA Smart Path Mobile is an alternate means for travelers to enrol their biometrics using their mobile phone, independently from the CUTE and CUSS environment of the airport, so their face is their boarding pass from the moment they enter the airport.



SITA FLEX

SITA Flex is our next-generation platform, with mobile-enabled common-use technology that facilitates contactless passenger processing, improved operational efficiency, and a seamless, enhanced travel experience for passengers.



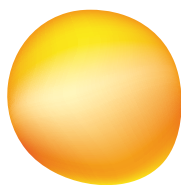
BEAT STAFF AND RESOURCE SHORTAGES



DRIVE DOWN COSTS



DELIVER A SAFE AND SEAMLESS EXPERIENCE



INNOVATIVE SOLUTIONS FOR REGIONAL AIRPORTS

A PIONEER AT THE FOREFRONT OF TRAVEL TECHNOLOGY

The air transport sector is back to 90% of pre-pandemic volumes having seen a much swifter rebound than the industry had been expecting. Airports are facing the same landside and airside capacity constraints they were experiencing in pre-COVID times, but with increased disruption at airports and big issues with baggage mountains, resourcing and staff shortages.

Digitalization offers the best path towards recovery, automating processes for efficient and safe operations, revenue generation, and passenger satisfaction. Regional airports must act fast, adopt scalable solutions, and reduce costs. As air travel returns, managing capacity constraints will be paramount.

HOW DO WE DELIVER MORE EFFECTIVE AND COST-EFFICIENT OPERATIONS AT THE AIRPORT?

The need for agility and optimizing operations at the airport is crucial to respond to rapidly changing situations.

How do you gain better visibility, control and assign your assets and resources better? And, what is the key investment that will deliver you the greatest savings while enhancing performance?

Learn more on how you can deliver more effective and cost-efficient airport operations.





PASSENGER PROCESSING

> SITA Flex Essentials:

Common use solution designed for small and regional airports requiring up to 50 workstations. It addresses the most common challenges of small airports and provides a cost-effective, yet scalable solution.

> SITA Local DCS (Maestro):

Automates check-in/boarding processes without investing in expensive in-house systems.



AIRPORT OPERATIONS

> SITA Operations Manager:

Optimizes flight management both long-term and real-time (planned to be on cloud from July 2023).

> SITA Information Display System:

Next generation cloud-based flight information display system (FIDS) that supports the seamless flow of passengers through an airport.

SITA Airside Optimizer:

A powerful web based suite of tools based in cloud (with an on-premise option available) empowers airports to have the relevant, real-time information in the palm of their hand at all time through implementation of required individual elements of A-CDM.



BAGGAGE

> SITA Bag Manager Lite:

A simple, cloud-based baggage reconciliation system (BRS) for customers that process between 1 - 4.5 million departure bags per year and do not have an existing BRS.

SITA Bag Journey Netscan:

For customers that process between 0.4 - 1 mio bags per year. Tracks a bag's precise location, enabling airports compliance with IATA Resolution 753 through a mobile tracking app.



ENHANCING THE PASSENGER JOURNEY

PASSENGER INFORMATION

Enables airports to deliver an enhanced customer experience with clear audio, stunning visuals and the flexibility to answer most passenger's common questions – before they have to ask.

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



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.

PASSENGER FLOW AND INFORMATION SYSTEMS

Passenger Flow Management boosts airport safety and revenue with optimized processing, analytics, and insights. SITA's integrated solutions address current challenges like health checks, screening, and social distancing.

MANAGE PASSENGER CHECKPOINTS

- > Create or modify passenger checkpoints easily
- > Real-time monitoring, analytics, and alerts
- > End-to-end managed service for airlines, airports, and ATI customers
- > Service includes audit, design, deployment, and support



SITA PAX CHECK

Touchless, mobile, and self-service passenger screening and validation service for airport checkpoints and used to control passenger flow.



SITA PAX LOCATE

Business intelligence, data, and insights about the passenger journey, passenger processing, and infrastructure utilization.

SITA BAGGAGE SOLUTIONS

No matter how smooth and enjoyable the passenger experience, a single mishandled bag can undo it all. Gathering data from multiple sources, the SITA Baggage Management portfolio gives you unrivalled end-to-end visibility.

This helps to boost operational efficiency, reduce bag mishandling and lower costs. It also helps you to achieve IATA Resolution 753 compliance and to share baggage status data with your passengers.

> SITA BAG JOURNEY

Provides a precise picture of a bag's current location, no matter how many airlines or airports handle it.

> SITA BAG MANAGER

Real-time baggage management and reconciliation system to help airlines, airports and ground handlers reconcile, track, and manage baggage.

> SITA BAG MESSAGE

Fully managed, end-to-end baggage message distribution system that eliminates the need for multiple baggage system interfaces between airlines and airports.

> SITA WORLDTRACER®

A single, global solution for reporting and tracing mishandled baggage to help reduce costs due to baggage delays and claims.

> SITA WORLDTRACER LOST AND FOUND PROPERTY

Cloud-based application that solves the lost property problem on a global scale. Using cutting edge technology, it allows airlines to handle lost and found issues promptly and accurately, reuniting passengers with their lost personal belongings.

> SITA WORLDTRACER AUTO REFLIGHT

Cloud-based software that automates all the manual processes associated with handling baggage that cannot be transported on the originally intended flight with its passenger.



CONNECTING YOU TO THE WORLD



We offer a diverse range of options to facilitate your internet connectivity. You can find us in over 750 airports all around the world, and we are available in more than 220 countries and territories.

> SITA CONNECT INTERNET

SITA Connect Internet offers a globally available set of internet-based connectivity services used for either native internet access or for building internet VPNs.

We have three main types of connections: one for businesses, one for communities, and one for regular internet use.

> SITA CONNECT COMMUNITY

Shared connectivity services over networks and between common-use platforms and related applications.

> SITA CONNECT CORPORATE

SITA Connect Corporate is a set of offerings providing virtual private network (VPN) services based on SITA's MPLS backbone and featuring next-generation SD-WAN.

> SITA CONNECT GO

Part of The Connect Corporate offering, it is the brand new Go-to network services for the air transport industry's ever-changing needs, providing the best in class, flexible and agile global SD-WAN service.

MESSAGING

We collaborate with more than 1,800 air transport industry players through one access point and simplify how you exchange operational messages. Our messaging solution offers technology tailored to your needs, ensuring backward compatibility and providing easy adoption of innovative and cost-effective solutions.

ADVANCED DATA SERVICES

SITA offers APIs for developers to create applications with accurate information, improving efficiency and passenger experience. All APIs are available in one portal.



VALUE ADDED SERVICES

Our next-gen solutions enhance business operations, IT performance, and passenger digital journeys. The Value Added Services portfolio improves passenger experience with innovative communication and connectivity solutions for the transport industry.

The portfolio is broken down into a number of different products based on different technology areas:

APPLICATION ACCELERATION

A catalog of value-added services utilizing best-of-breed application visibility and performance management tools and disciplines.

MANAGED LAN

- > Managed LAN and wifi
- > Infrastructure management for existing customer infrastructure

MOBILITY

- > Mobile Data Access (public 4G/5G)
- > Gatelink (Based on MDA)
- > Managed wifi/cellular gateways
- > Gatelink (wifi and cellular access)
- > Low Orbit LEO satellite

VOICE

- > Call Collection (PSTN, Toll Free)
- > SIP Trunking DID
- > Microsoft Teams Operator Connect and Direct Routing
- > Contact Center (voice and digital channels)

CYBERSECURITY

- > Managed cloud proxy (Zscaler and Prisma Palo Alto)
- > Managed Security Appliance (firewall, ids/ips)
- > Remote private vpn access
- > Consultancy
- > CyberSOC and threat intelligence

HOW DO WE MANAGE BORDER REQUIREMENTS?

Governments, airlines and airports need to securely access traveler information for verification and validation purposes.

How can the relevant authorities make quicker and informed decisions on whether a passenger

> SITA TRAVEL AUTHORIZATION

SITA Travel Authorization is a complete end-to-end solution to create pre-departure travel authorization services for governments of all sizes. It is capable of providing full electronic visa or real-time ETA issuance with seamless application processing using a mobile app and public portal, flexible case management and workstations for government agents.

> SITA ADVANCE PASSENGER PROCESSING

SITA Advance Passenger Processing provides the tools needed to vet individuals before they travel in, through or out of a country. It allows for the introduction of new and improved border control processes to free up valuable resources.

> SITA BORDER CONTROL

SITA Border Control is a collection of products and services that provide frictionless yet secure borders. It performs accurate data capture (biographic and biometric) and validation for travelers crossing the border, entry and exit.

can travel ahead of check-in and minimize waiting lines at the airport to help improve security and the passenger experience?

> SITA API PNR GATEWAY

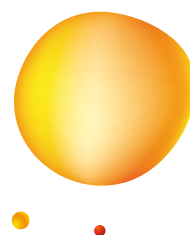
SITA API PNR Gateway gives governments a single data feed from carriers for all travelers which can then be analyzed further by the government.

> SITA INTELLIGENCE AND TARGETING

SITA Intelligence and Targeting provides end-to-end turnkey solutions adapted to customer needs.

> SITA HEALTH PROTECT

SITA Health Protect is a complete industry solution to securely share and verify passenger health information and declarations required for travel. It links testing and health passes with existing passenger and border processes.



HOW DO WE DELIVER EFFICIENT AND SUSTAINABLE FLIGHTS?

Airlines, Air Navigation Service Providers, and Aircraft Maintenance Partners are trapped in a game of maintaining high service standards against rising costs, fierce competition, and sensitivity to external shocks.

While the industry has proven to be resilient, delivering efficient and sustainable operations in such challenging conditions requires transformation.

We can drastically revamp and improve our operations today with the powerful combination of collaboration, data and technology.

COMMUNICATIONS

Real-time communication in every corner of the globe delivers **smoother**, more efficient operations for safer airspace.

APPLICATIONS

Help to anticipate, adapt and **optimize each flight**, empowering **duty personnel** to achieve operational excellence.

DATA AND PLATFORMS

Access aircraft data secure **custom, predictive maintenance** services so aircraft spend more time flying than on repair.

> SITA MISSION CONTROL

Mission Control facilitates cross-functional cooperation between pilots, OCC (Operations Control Center) as well as ramp and gate personnel. The platform helps airlines better manage operational variability, turnarounds, and fuel consumption, ultimately reducing costs and carbon emissions.

> SITA OPTIFLIGHT®

Thanks to predictive performance models using historical flight data for each tail and accurate 4D weather forecasts, SITA OptiFlight® solutions predict fuel burn scenarios before sending the best recommendations to the pilots.

> SITA AIRCRAFT DATASUITE

The secure, seamless solution to sharing aircraft data from airlines to OEMs, to reduce flight disruption, lower risk, cut maintenance costs and improve product design.



INNOVATION AT SITA

Our focus is on finding solutions for the air transport industry's current and future challenges. From SITA Labs to our product portfolios, we explore technologies, business models, and processes to reduce costs, overcome operational obstacles, and enhance the passenger experience.

SOLVING TODAY'S CHALLENGES

SITA strives to ensure operational efficiency and sustainability for the air travel industry's recovery and customer satisfaction. Our goal is to provide safe and seamless travel experiences for passengers, while enabling airports, airlines, and governments to meet their expectations.

SHAPING THE FUTURE OF TRAVEL

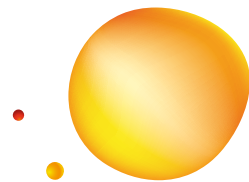
SITA believes that sustainability and corporate social responsibility can have a positive impact on people, society, industry, and the planet. With emerging technologies, we empower customers to overcome tomorrow's challenges and offer more sustainable travel options.

INDUSTRY COLLABORATION

SITA partners and co-innovates with airlines, airports, borders, innovative companies, universities, and early-stage ventures. We take risks in technology investigations through POCs, trials, and pilot projects, knowing that not all research will turn into a SITA portfolio solution.

SITA INNOVATION

- > Efficient ground and air operations
- > Blockchain for the air transport industry
- > Digital Travel Declaration
- > Digital Twin
- > Electronic Pilot Licenses
- > NEC Biometrics
- > SITA Connect SDN
- > Satellite communication service
- > Trusted Health Credentials
- > AI and Machine Learning
- > Touchless travel
- > Urban Air Mobility





CONTACT US

**DON'T LET THE CHALLENGES
HOLD YOU BACK. LET US HELP
YOU OVERCOME THEM.**

Our team of experts is dedicated to providing tailored solutions to meet your specific needs and help you achieve success.

We're committed to partnering with you every step of the way to ensure you reach your goals. So, take action now and let us help you tackle your challenges head-on.

**CONTACT US TODAY TO LEARN MORE
ABOUT OUR SOLUTIONS.**

**SCAN THE QR
CODE TO VISIT
OUR WEBSITE
SITA.AERO**



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