



Audible communication solution to improve the flow of passengers through the airport

Commercial airports are facing growing congestion and tighter constraints on staff and infrastructure. As a result, it's more important than ever to be able to communicate with passengers clearly and effectively. SITA Public Address System is a state-of-the-art public address (PA) system, designed specifically for airport operations. Using the latest audiovisual technology, it enables you to keep passengers informed at every step of their journey. It drives efficiency, automates common messages and improves the flow of passengers through the airport.

BACKGROUND

Irrelevant announcements

How can I eliminate inaudible or irrelevant announcements due to poor zoning?

Difficult and expensive to administer and support

Many PA systems use proprietary hardware and tools, and costs are often transferred to end users through expensive hardware, software and support. How can I avoid escalating costs and expensive add-ons?

Poor support for hearing and visually impaired passengers

How can I provide equal access to flight data for hearing and visually impaired passengers?

Inconsistent volume levels and sound quality

Airport terminals and concourses are unique structures, which can sometimes make clear, audible messaging a problem. How can I avoid inconsistent volume levels and poor intelligibility?

SOLUTION

SITA Public Address System gives you full control over messaging, volume and language. It can be easily configured into zones, ensuring messages are delivered to the right place at the right time.

SITA Public Address System uses mass-produced hardware that is available on a global scale and utilizes standard Windows® technology. This drives down market prices and promotes innovation.

Our service provides equal access for hearing and visually impaired passengers through simultaneous audio and visual messaging and assistive technologies.

SITA Public Address System uses ambient sensing to maintain aural quality. Speaker volume adjusts automatically based on sound levels detected by microphones placed strategically around the airport.

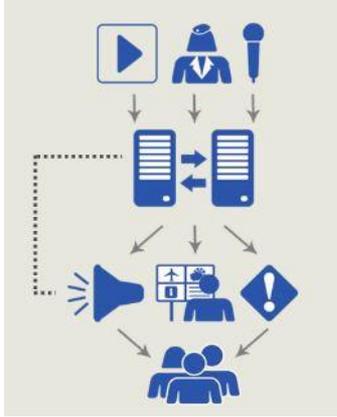
BENEFITS

- Ensures passengers receive information clearly and consistently in multiple languages, wherever they are in the airport
- Facilitates automatic messaging, allowing agents to focus on customer service functions
- Provides equal access to disabled passengers
- Gives you full control over zoning, volume, message management and functionality
- Allows you to increase ancillary revenue by offering audiovisual advertising and promotions
- Enhances public safety
- Reduces queue times and increases the flow of passengers through the airport
- Ensures the optimal uptime
- Increases overall passenger satisfaction

RESULTS

**8 hours
saved per 150
flights by
automating
three minutes
of
announcements**

How does it work?



- Numerous input options: microphones-recorded messages, emergency systems, automated triggers, and more
- Intrinsic system redundancy
- Various outputs: speakers, visual messaging, emergency messaging, etc.
- Automatic adjustment: ambient microphones monitor and adjust volumes for ideal sound.

SOLUTION COMPONENTS

1. Automated flight status updates

Utilizes automated event-triggered messages for timely communication.

2. Automated pre-boarding and boarding messages

Streamlines boarding processes, saves gate agents time, and creates consistency as a result of standardized messaging.

3. Simultaneous audible and visual presentation

Ensures that all passengers are informed through the flight information display system (FIDS) displays and the PA system.

4. Software-based command and control

Provides easy access and usability for all user levels and job functions within the airport.

5. Professional audio equipment

Supported by rugged, affordable, and innovative hardware.

6. Emergency messaging and mass notification

Integrates with emergency systems and alerts.

7. Intrinsic reporting and diagnostics

Archives what is being announced when, from where, and by whom.

9. Inherent high-availability system design

Guarantees optimum uptime through reliable hardware, software, redundancy, and 24/7 support.

CASE STUDY

A multi-phase installation of SITA Public Address System was completed for a bustling West Coast USA airport which processes over eight million passengers a year. The initiative was part of a modernization program where amplification and coverage would present audio challenges for most airport PA systems.

The PA system is connected to an existing FIDS in order to provide a text format equivalent of audio messages (e.g. visual paging). Flight events such as arrivals, cancellations and status changes trigger simultaneous audio and text format messages to appropriate zones of speakers and displays. Airlines can also create and manage their own automated pre-boarding and boarding sequences. Additionally, through rigorous testing and metric evidence (STIPA), the PA system has received approval from the local fire marshal to act as a secondary fire and life safety system.

Over 400 unique speaker circuits provide maximum clarity in an acoustically challenging environment. More than 100 full-function paging stations are in use at ticket counters, baggage claim areas and gate podiums. These touch screen paging stations provide paging functionality – as well as the ability to manage flight information quickly and easily.

All 400 active amplifier circuits are continuously monitored. If significant faults are detected in the circuit, the Power Amplifier Monitor and Failover (PAMF-16) units will engage a backup amplifier circuit. At the same time, diagnostic information will be emailed to the system administrator and the SITA 24/7 Help Desk.

For more information please contact us at info@sita.aero