

## Accurate waiting time data at Brussels Airport

Brussels Airport felt strongly about their need to have an accurate planning tool, instead of the many manual processes and decided to install the BlipTrack™ solution in time for the Passenger Terminal Expo 2010.



### Manual or automated process

For decades, airports have discretely measured passenger's behavior. With chronograph and counter in hand, walking patterns of specific anonymous passengers are measured in an effort to chart typical behavior patterns at each time of day. Passengers are counted and recounted, per hour, per minute, per second, per season and per time of day. Now, at Brussels Airport, new technology has taken

over on the routine tasks of counting. Bluetooth Antennas (BlipNodes) from BLIP Systems are installed at specific locations in the airport terminal to capture the presence of the Bluetooth devices. The BlipTrack™ solution presents the data back to the airport with real-time data of waiting time at Security.

### Privacy

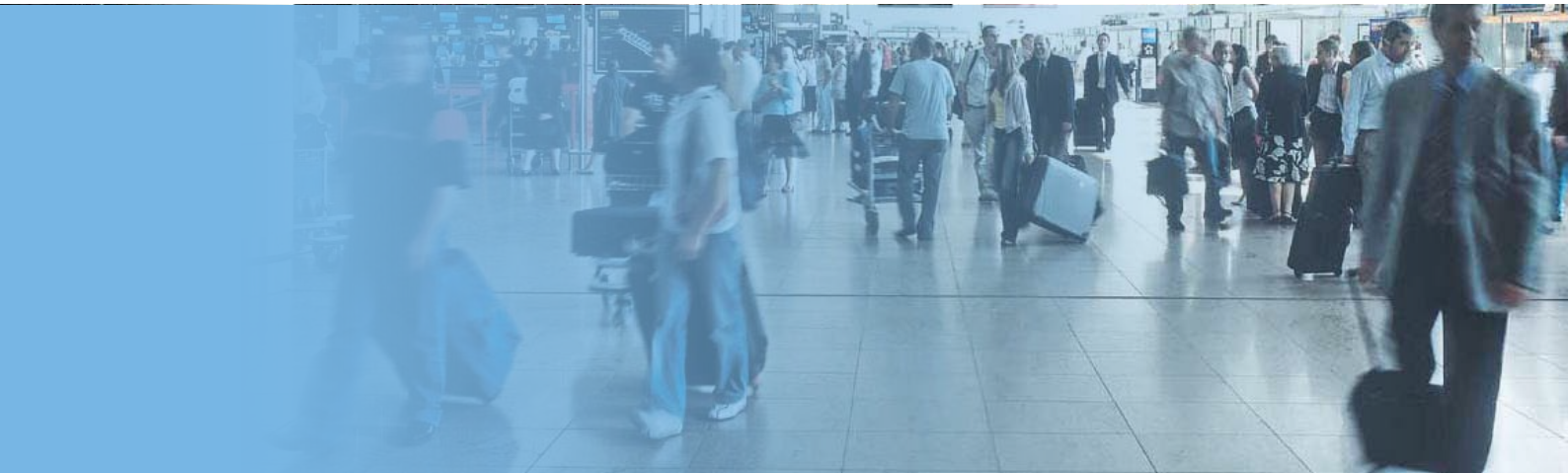
The system provide full privacy to the passenger, only tracking the Bluetooth IDs, which does not linked back to the individual. All the information is strictly anonymous. The data is collected and provided for the airport only.

### Passenger Service

The information will initially be used to supply waiting time at the security piers for the passengers.

Ward Decaluwé, Head of Passenger and Customer Services, Brussels Airport, states that by implemented the BlipTrack Queue module at the airport "This technology will be able to provide our passengers with a faster, more accurate information about waiting time - and offer a better service."

This is only one of many possible applications for the Bluetooth monitoring. The information can be shown as a set of graphics, spreadsheets or tables. Brussels Airport will be displaying it on the screens at the airport. But soon, it will be possible to see the information on the website, too.



“Even if we could afford to have someone at each of these locations to measure manually all the time, this could never provide us with the fast, transparent and accurate information the BLIP Systems does.”  
Ward Decaluwé, Head of Passenger & Customer Services, Brussels Airport

The solution ensures that the passengers don't have to worry about unknown waiting times through security and therefore will be able to plan their journey as best as possible without unnecessary stress. The airports are well aware that providing the passengers with as much information as possible is a vital key to make their time in the airport as relaxed as possible.

BlipTrack™ provides the possibilities for the airports to keep the passenger

better informed and more satisfied. The information the solution provides is vital to provide better staff scheduling for many different jobs at the airport.

#### **Passenger Terminal Expo 2010**

The solution was completed in time for the infamous Passenger Terminal Expo 2010 conference in Brussels, where the event organizers installed 2 screens at the main exit of the conference hall, displaying the flight

status from the airport — including the waiting time in security. Details were supplied by the BlipTrack™ solution.

The BlipTrack™ solution both includes the Queue Module and the Flow Module.

The solution from BLIP Systems has already been installed in several European Airports - and with more to be announced soon.



The installation was launched at Brussels Airport in time for the Passenger Terminal Expo from March 22nd - 24th 2010