

Help travelers stay connected throughout their journeys.

Discover how digital kiosks can help reduce passenger anxiety and improve airport communications management.

Challenges

Even for experienced travelers, airports can be stressful. Long lines at security, delayed departures and last-minute gate changes can make an otherwise well-planned trip feel hectic and rushed.

From the passenger's perspective, air travel should be easy and efficient. After all, airports have an abundance of data and technology, which should enable seamless travel. Yet many airport communication systems and processes are inefficient and siloed—there's no single, unified source of information.

Solution

Digital kiosks can help reduce traveler anxiety by providing easy access to the information that passengers need. A network of digital kiosks that offers wayfinding, flight schedules, Wi-Fi connectivity and more can help create a more positive, less stressful traveler experience.

Messaging and advertising on digital kiosks can be easily coordinated with airport websites, in-flight experiences, and social media and mobile communications. Kiosk managers can use a unified dashboard to:

- Send and receive information in near real time
- Remotely monitor kiosk performance 24/7
- Control and analyze digital kiosk system health

Managing messaging and advertising is easy with built-in publishing workflows and an intuitive content management system. You can publish across a network of digital kiosks, as well as on existing screens in your airport.

Airport digital kiosks can help address many traveler pain points.

When placed outdoors, digital kiosks are designed to withstand extreme temperature ranges, vandalism, power washing, and other wear and tear. Plus, with embedded cameras and an array of environmental sensors, airport authorities can monitor surrounding areas to help improve safety, security and awareness, as well as system performance.

Wayfinding, advertising and traveler services on digital kiosks can help give travelers the time and confidence to explore all that your airport has to offer.

Maximize the value of airport communications, media and touchpoints.

Reducing traveler anxiety and the time spent looking for information could also help decrease stress and workload for airline and airport employees, as well as increase the likelihood that travelers will visit nearby shops, bars and restaurants.

And digital kiosks can help you develop new advertising capabilities—and income streams—by combining communications with sponsorships, onboard media, digital signage, online media placements and other advertising formats you may already be using. The kiosks can deliver targeted messaging and promotions as passengers pass by, encouraging them to take advantage of offers at exactly the right place and time.

Learn more:

For more information about how digital kiosks can help guide, inform and support travelers throughout your airport, visit verizonenterprise.com/digitalkiosk or contact your Verizon business specialist. Please note: Verizon will refer any kiosk opportunity to a partner.

