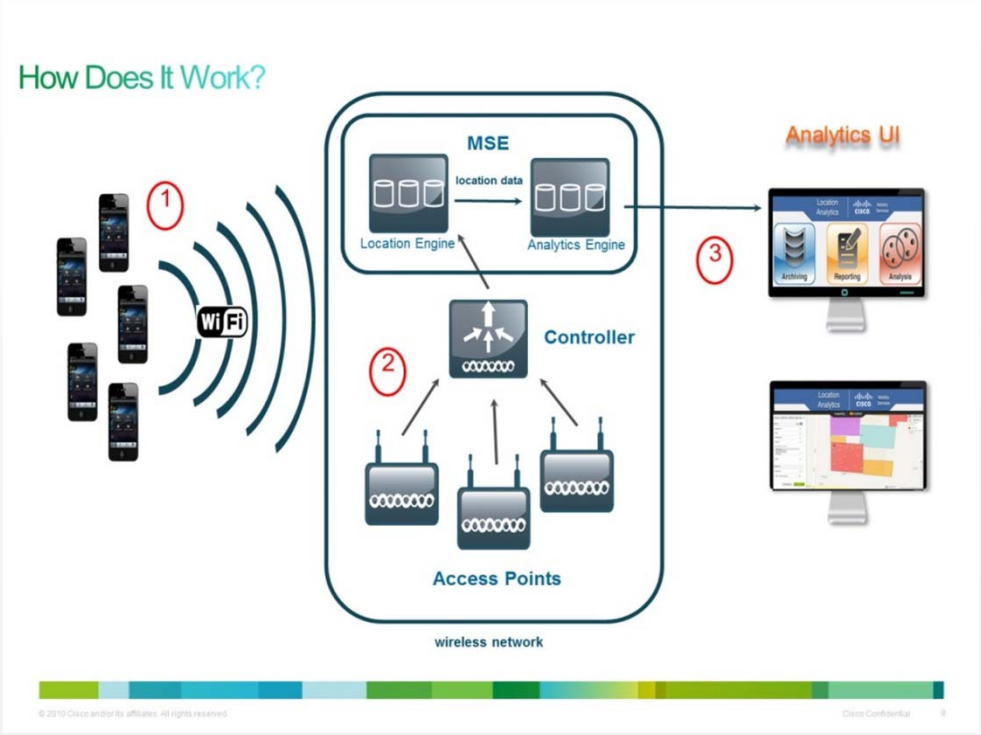
LBS & Airport Operations



AIRPORTS COUNCIL INTERNATIONAL

Advanced Wireless Group, LLC

Advanced WiFi – It's not just the Internet anymore

- The Foundation - BYOD Internet access
  - Multiple business models in place to allow public access

- Location Based Services = Value Added Services
  - Checkpoint operations & SLA management
  - Gate change info push (as opposed to pull)
  - Personnel tracking and communications
  - Asset tracking
  - Device / user tracking
  - Push communication alternative to 3G / 4G
  - Amber Alerts

Checkpoint Operations

- Delay
  - Red / Yellow / Green box around the checkpoint based on throughput parameters
- Open Lanes
- Agent staffing / positioning
- Alternative paths for optimization
- SLA monitoring and management
- Counts / # of people processed per hour
  - By hour of the day
  - By day of week

AWG Mobility Dashboard

Real-time Statistics

Select Time Span: 10 Minute

Zone	10 Minute Average	10 Minute Minimum	10 Minute Maximum
LAX T1 Security Area	23 minutes	1 minutes	46 minutes

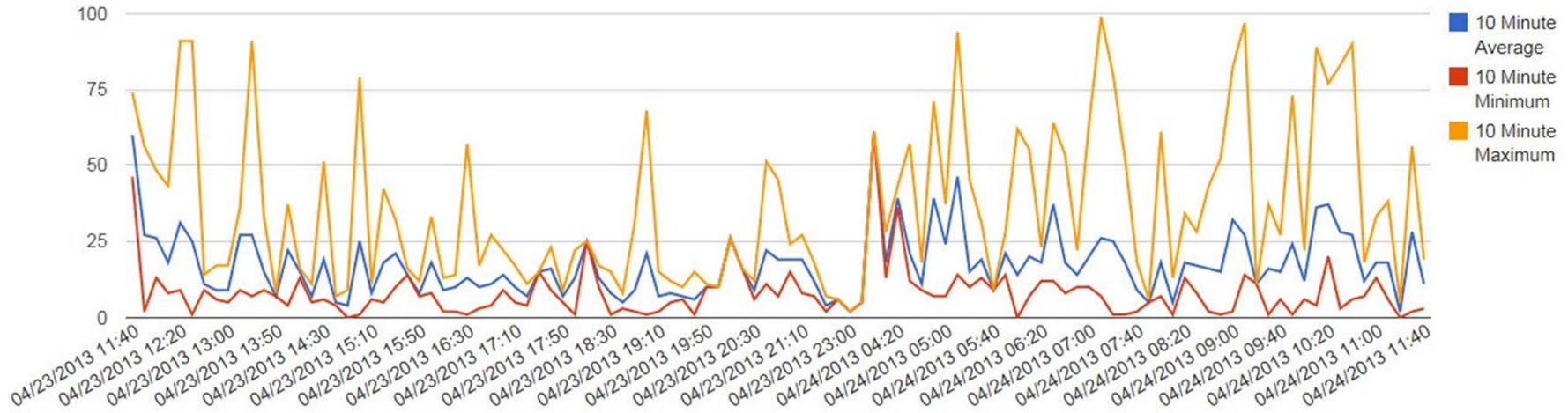
* There is an maximum limit of 100 minutes. If "No data available" shows then it has not been possible to calculate throughput based on your selection.

Trending Analysis

Start Date & Time: 04/23/2013 11:40

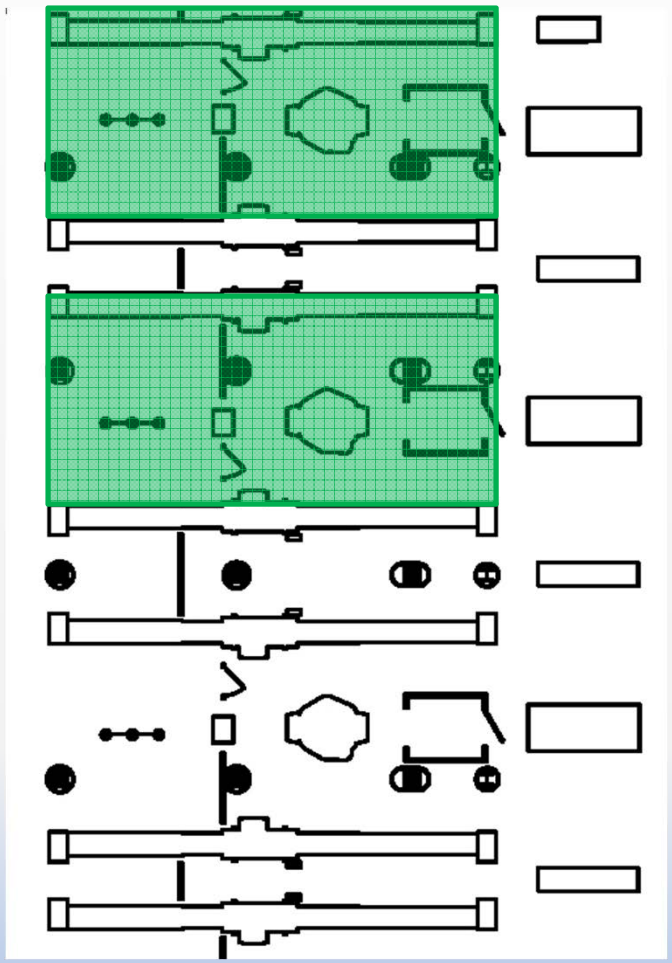
End Date & Time: 04/24/2013 11:40

Metrics:
- [x] 10 Minute Average
- [x] 10 Minute Minimum
- [x] 10 Minute Maximum



2 Checkpoints, no waiting

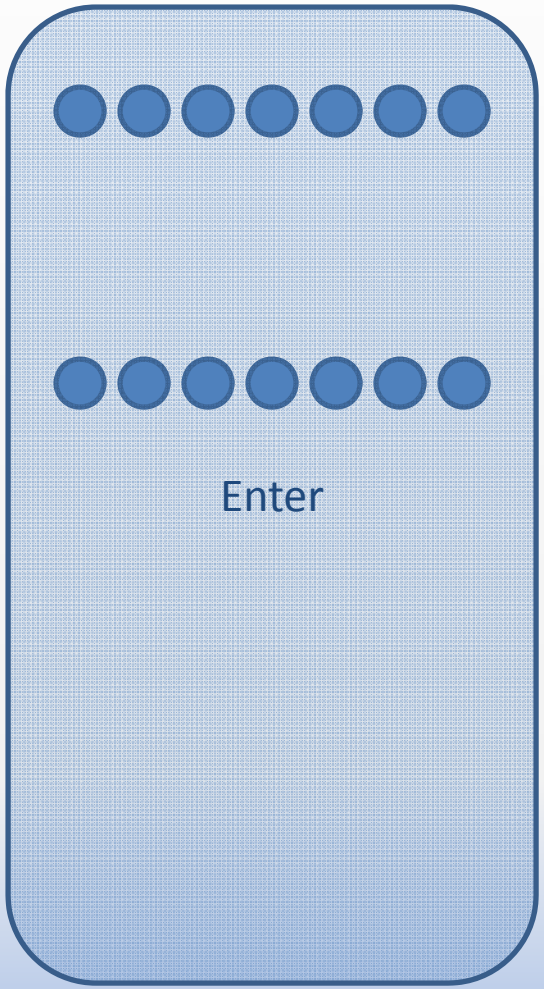
Enter

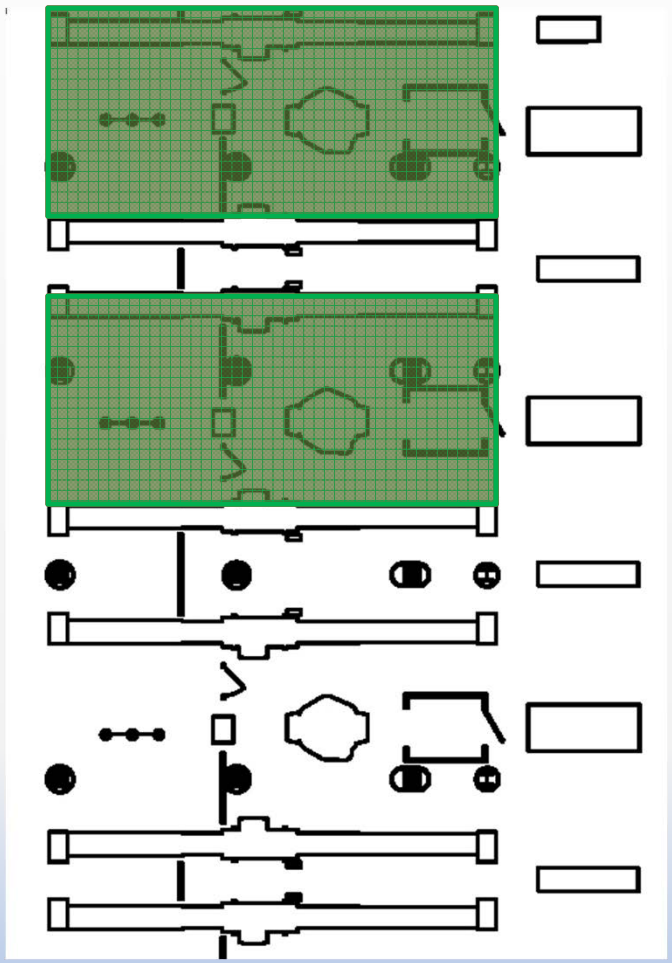


Exit

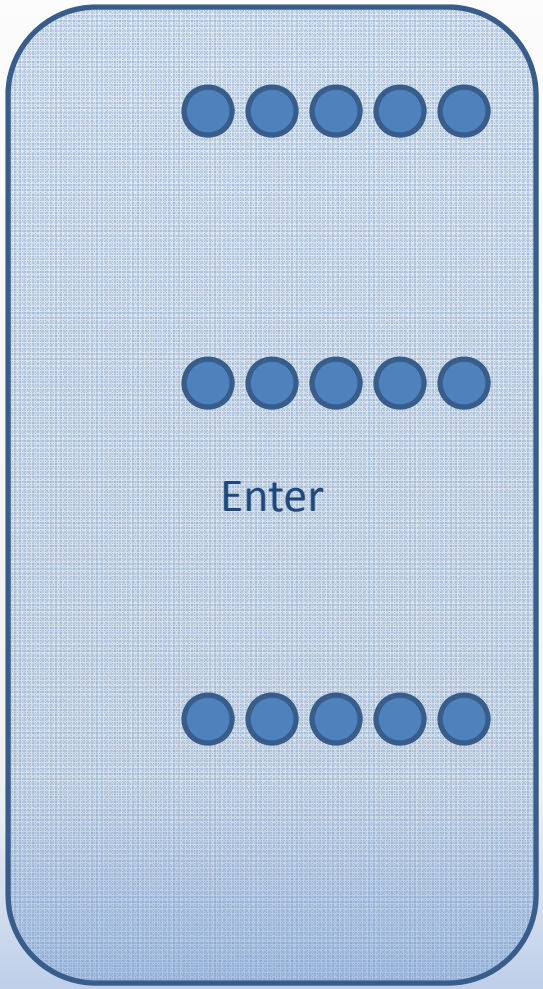
Average wait:
00:02:00

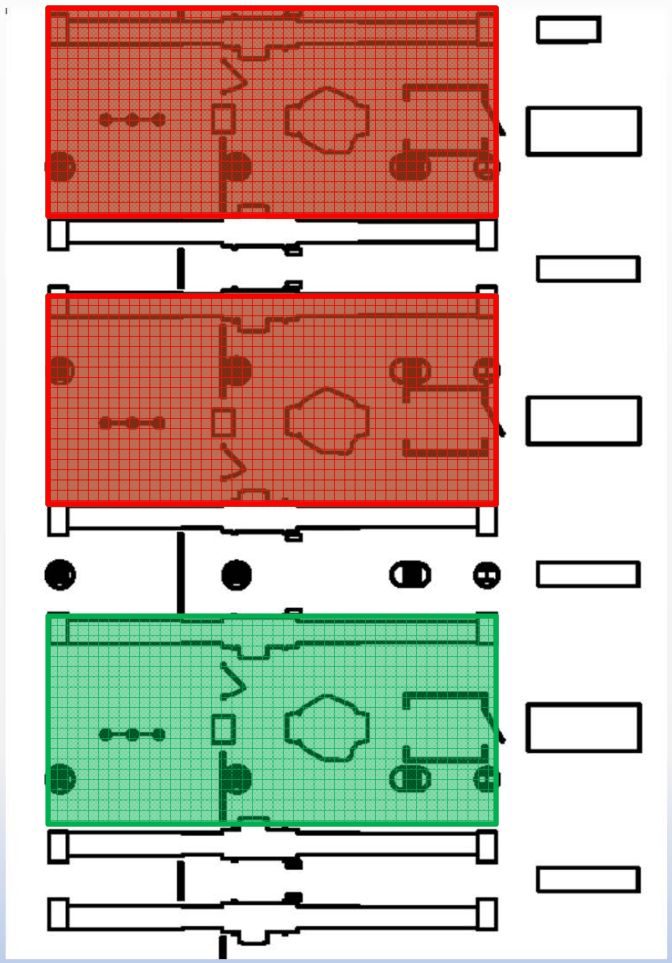
2 Checkpoints, long wait





Add Checkpoint 3, no waiting



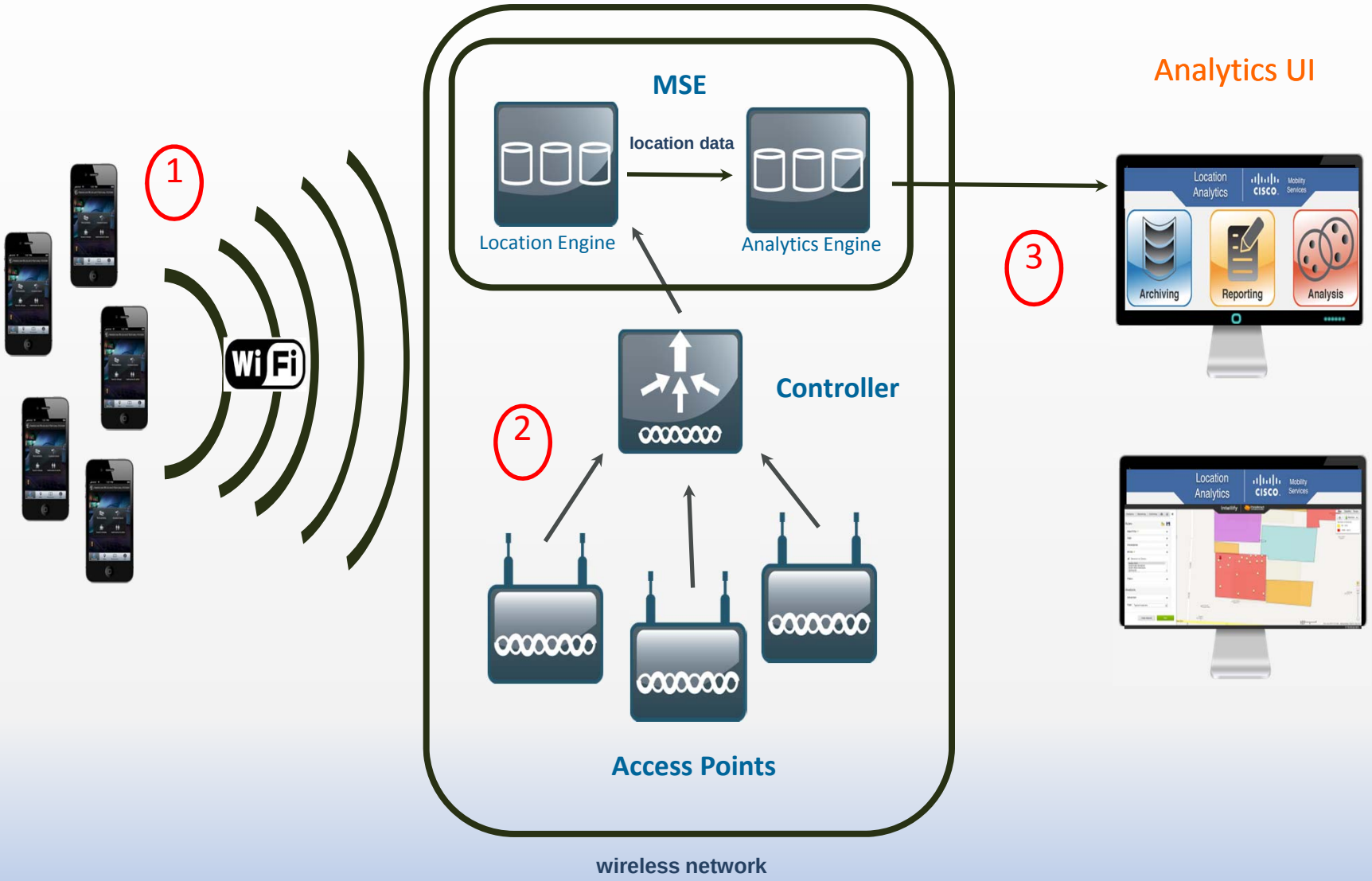


Asset Tracking
Where Is It?

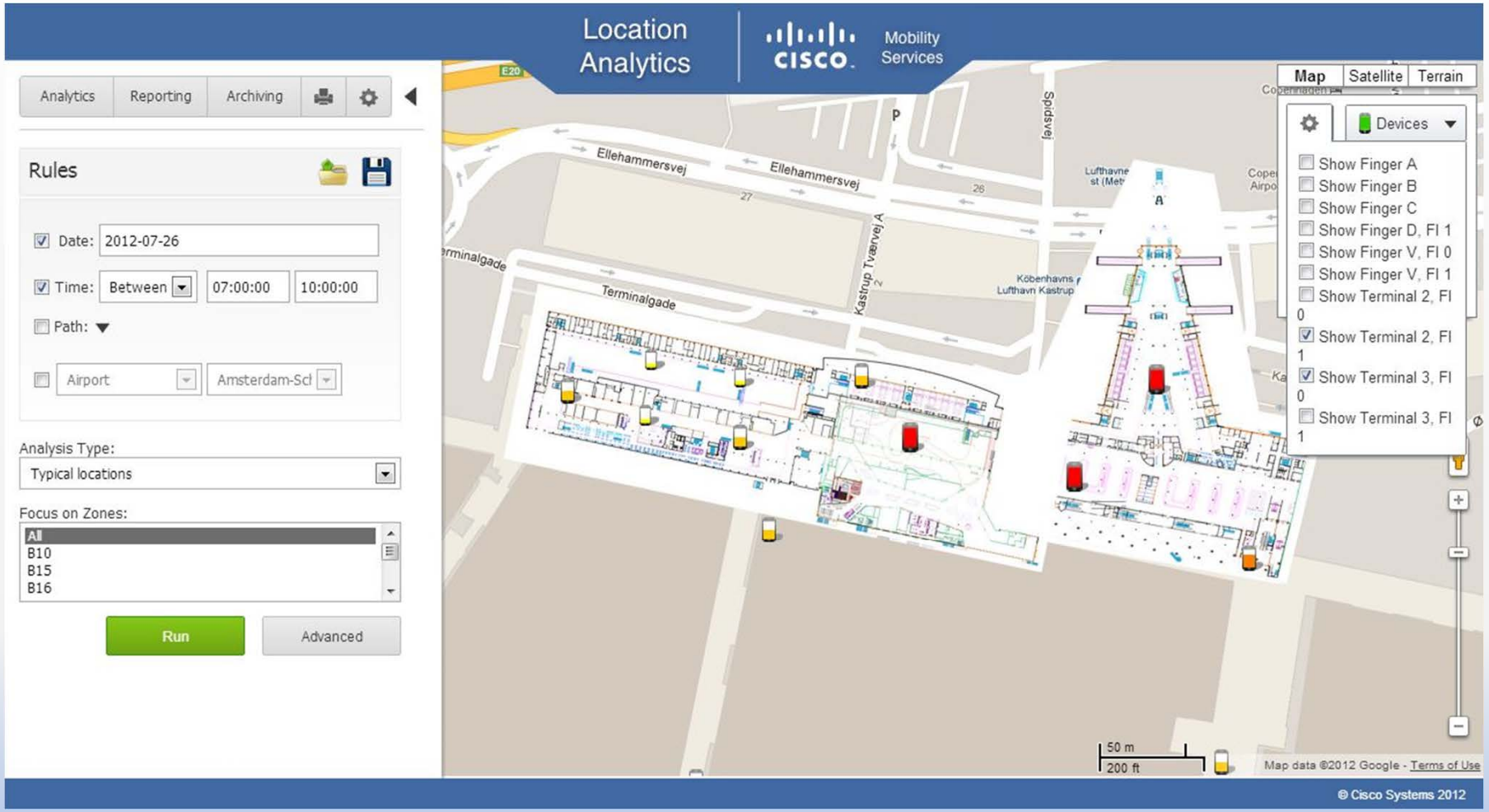
- Wheel chair operators (by WiFi device)
- Wheel chairs
- Police officer locations
- Baggage carts

People finding

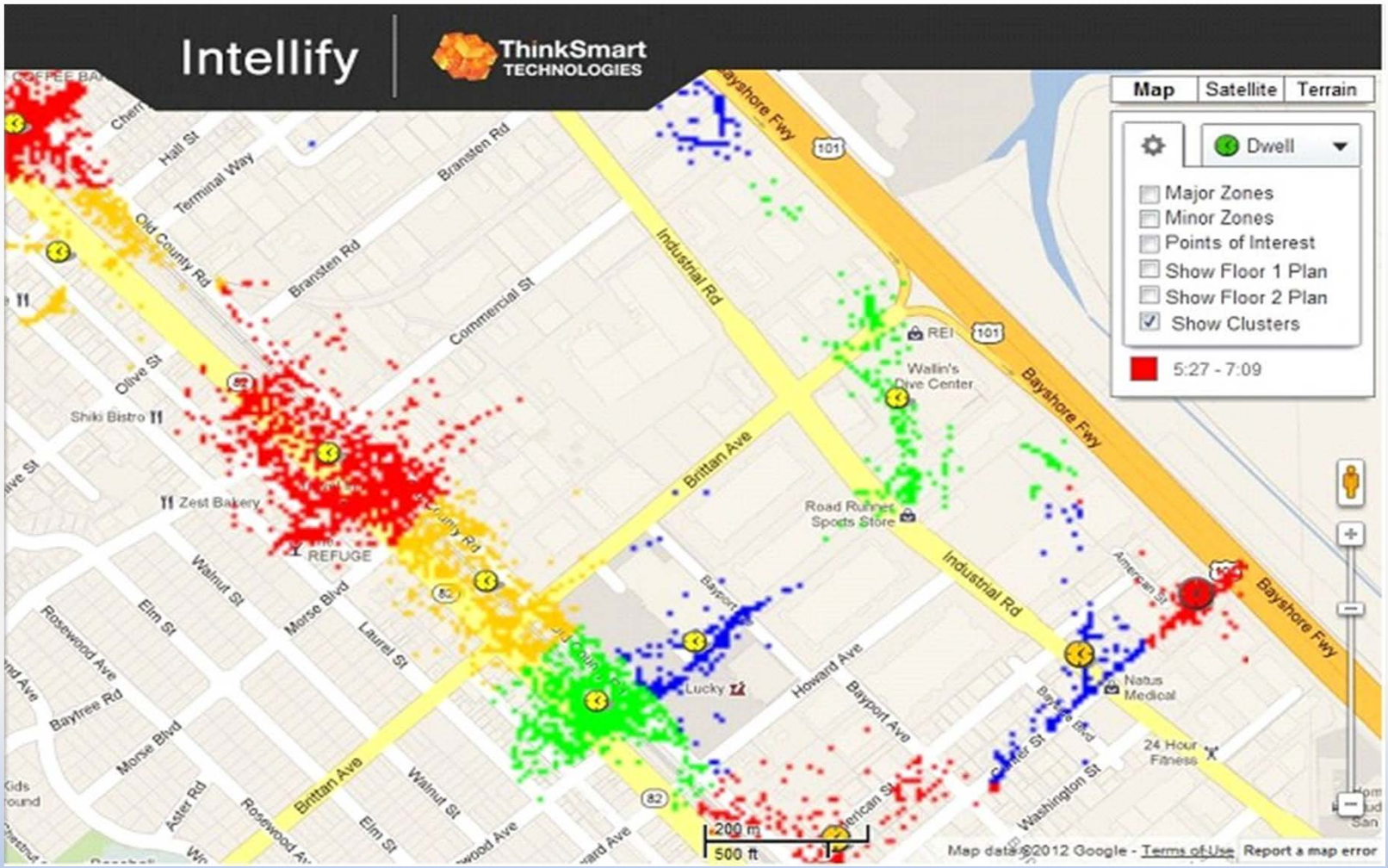
How Does It Work?



Where most devices are detected throughout the airport



Observable points across during a morning time window – grouped and analysed by dwell time



Analytics

- To determine trends and patterns from Wi-Fi location data
  - Position, time, Mac Address
- Relate this to business value
  - Retail, security, operational
- Where shoppers spend time, where they come from, how often do they come, are they office workers?
- Knowledge of previous behaviour leads to opportunity to increase sales, provide better access, ensure better security, predict future trends