



# Location Based Services



# Why LBS?

- Enhance the Airport Experience
  - Way Finding, Flight info, Checkpoint wait times, marketing, parking & ground transportation, etc.
- Analytics
  - Passenger behavior – what paths do passengers take through your airport? What concessions are they frequenting? Does the behavior support passenger buying trends?



# Why LBS?



- Analytics (cont.)
  - TSA checkpoint and CBP staffing needs
  - Curbside wait time, Check-in wait time
  - Airline, Airport staffing
- Revenue Potential
  - Advertising
- Patron Loyalty Programs
  - Pre-airport arrival information for Parking, Check-in, etc.
- Social Media/Patron Communication

“BUILD IT AND THEY WILL COME”

- Field of Dreams, 1989



# INTRODUCTIONS

- Marc Michels – Aruba Networks/Meridian
- Scott Phillips – Advanced Wireless Group, LLC
- Zack Sterngold – Boingo Wireless