

Easing Passengers through CPB, Security, and Beyond



How DFW uses **Passenger360**[®] and smart, multilingual content to help domestic and international travelers find their way

Objective

Over 73 million customers pass through Dallas Fort Worth International Airport (DFW) every year, making it one of the most frequently visited superhub airports in the world. Many international travelers pass through DFW, and the customer experience team wanted to help non-English speakers navigate through customs, security, and on to connecting flights easily. By providing helpful wayfinding instructions, walk and wait-time data, visual messaging, and essential information as translated content, DFW could enhance operations and better serve their customers in areas where passenger anxiety typically spikes.

Solution

Synect designed a customization and extension to the Passenger360® system to enable the display of smart, dynamic content at CPB, post-CBP, the security checkpoint, and wayfinding locations. Synect provided professional translation services and created custom, dynamic content for the digital signage. This content plays in English and is displayed in up to three other languages at a time. The languages displayed are based on the flight schedule and passengers' country of origin. For example, flights that originate from Brazil will automatically drive the signs to display Portuguese and Spanish.

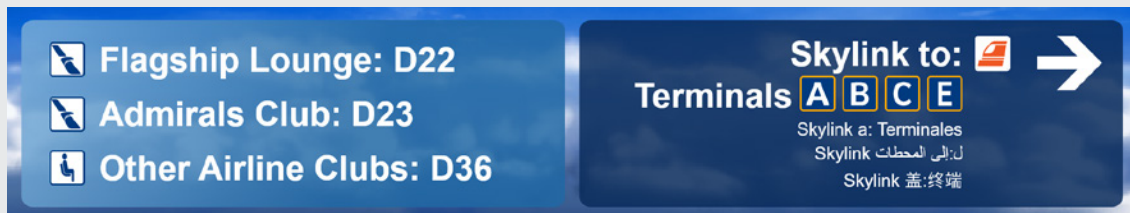
The content plays across both LED and LCD displays. Helpful dynamic data, such as estimated wait times in security lanes, walk times to alternate security checkpoints, and flight information to help passengers navigate to their gates are automatically updated based on airport and TSA systems. This information changes dynamically and helps passengers make quick decisions as they traverse the airport.

Dynamic Multilingual Information

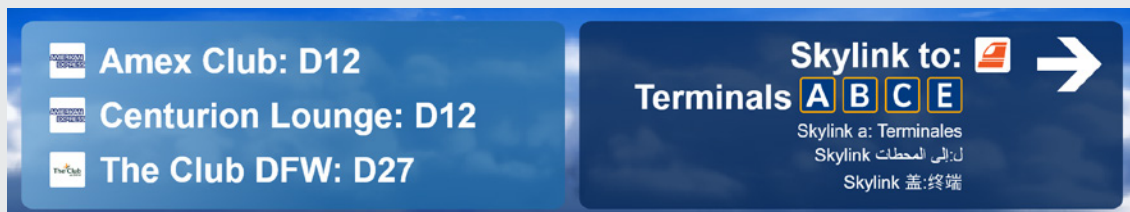
State 1



State 2



State 3



Results



The result of the new content and extension of the digital signage system is a friendly, more accessible airport. The features and benefits include:



Smart, automated display of translated content to help international travelers



Hands-off operations via Passenger360®'s automated, intelligent playback



DFW-branded content that delivers a cohesive passenger experience



Dynamic wait times, walk times, and information for quick decisions



A single system controls digital signs at gates, CBP, security, and elsewhere

Building on the promise of Passenger360® and the DFW's Gates of Tomorrow, the new displays at the security checkpoint, CBP, and wayfinding locations are helping DFW transform travel and making the airport a more pleasant, welcoming experience. The new displays launched in September of 2021. In November, DFW was voted as best large airport by readers of ThePointsGuy.com, who cited the airport's lounge-like feel and advanced amenities.

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