

Elevating PaxEx with Better, Faster Security Checkpoints



How JFKIAT and Synect Enhanced Passenger Experience and Security Throughput at JFK's Terminal 4

Challenge

T4 is the largest terminal at New York's John F. Kennedy International Airport, serving more than 25 million passengers annually. JFKIAT, the operator of T4, is dedicated to creating incredible journeys and facilitating safe, seamless experiences from curbside to gates.

As airport security checkpoints are traditionally an area where passenger anxiety spikes, JFKIAT turned to Synect to help improve efficiency throughout T4's checkpoint process.

JFKIAT turned to Synect to enhance passenger experience, improve throughput, and help create a better, faster security checkpoint.

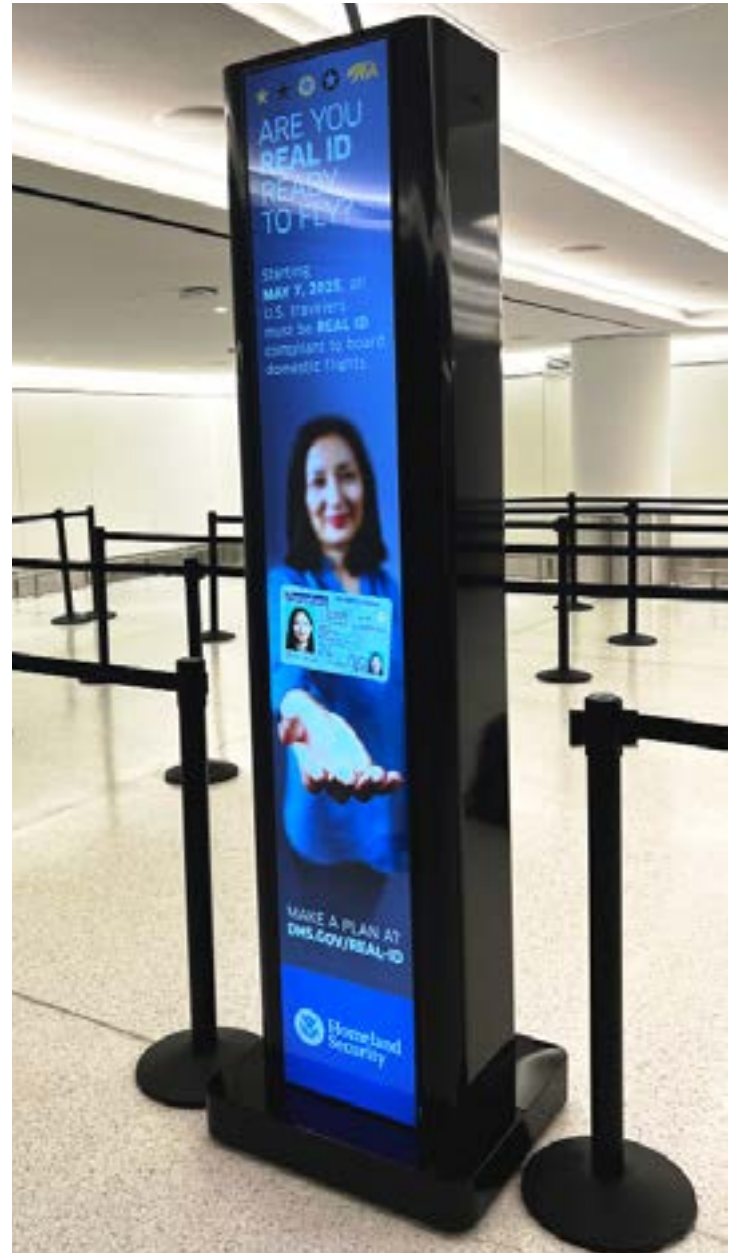
The team also selected Synect's ReadySeeGo® solution to optimize passenger flow, capacity, and automation at the terminal's security checkpoints.

Approach

The solution includes information and educational content Synect created with the Transportation Security Administration (TSA) to engage, entertain, and educate passengers as they prepare for screening. This content helps decrease passenger anxiety and perceived wait times while ensuring travelers are fully prepared for screening, thus increasing throughput and efficiency for Transportation Security Officers (TSOs).

The award-winning ReadySeeGo® Security Checkpoint solution is included in the TSA Checkpoint Requirements and Planning Guide (CRPG).

Additionally, JFKIAT collaborated with Synect's studio to develop custom digital content for the ReadySeeGo units and five additional displays, which would provide contextual, helpful information and engagement for passengers at security.



Solution

JFKIAT and Synect introduced 11 ReadySeeGo® digital signage solutions at the first and fourth-floor TSA security checkpoints. Powered by Synect's Passenger360® visual communication platform for airports, an additional five displays with information on wait times, Automated Screening Lane (ASL) instructions, and divestment reminders are also available at T4's upgraded checkpoints.

The ReadySeeGo® digital signage solutions, additional screens, and content package provide a more engaging, efficient, and automated security checkpoint through the following:



Information: Clear directions, queue guidance, and real-time TSA wait times decrease anxiety and perceived wait times, resulting in a more enjoyable passenger experience.



Education: Friendly visual cues help passengers divest, remind them to have travel documents ready, and highlight prohibited items and other compliance-related tips. This helps reduce processing time and the need for repeated instructions from security personnel screening.



Engagement: Eye-catching animations capture passengers' attention, occupy their time, and increase engagement with entertainment and information.



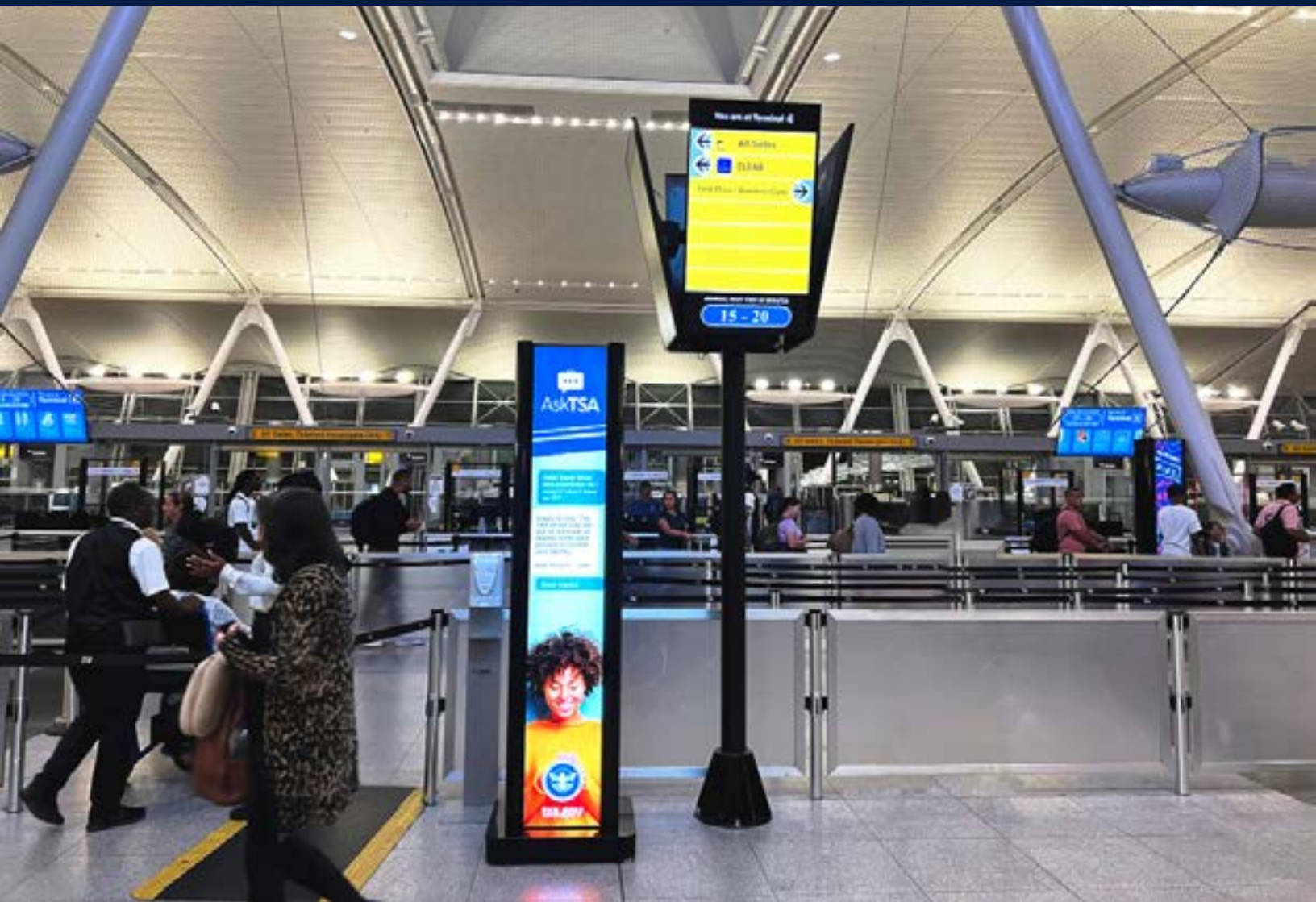
Automation: Information is automatically relayed to passengers, improving efficiency, which also helps Transportation Security Officers (TSOs) maintain order and focus in the checkpoint area, leading to more effective screening.



Operational agility: Scenario-based content, such as K9 content or emergency messaging, is easily activated, new content is deployed fast, and the units are portable for relocation if needed.



Results



The new solutions were a hit with passengers and the press. Aviation Pros, Passenger Terminal Today, Sixteen:Nine, Airport Improvement, and other publications featured the solution.

Metropolitan Airport reported that the solution provides better and faster security checkpoints, elevating the passenger experience at T4. It quoted Steve Tukavkin, VP of IT & Digital of JFKIAT, who said, “As JFK International Airport’s busiest terminal, it’s important to invest in solutions that will help streamline our operations and make our passengers’ journey from curb to gate as seamless as possible. We are proud to partner with Synect to enhance our passengers’ airport experience and allow them to easily navigate our terminal.”

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