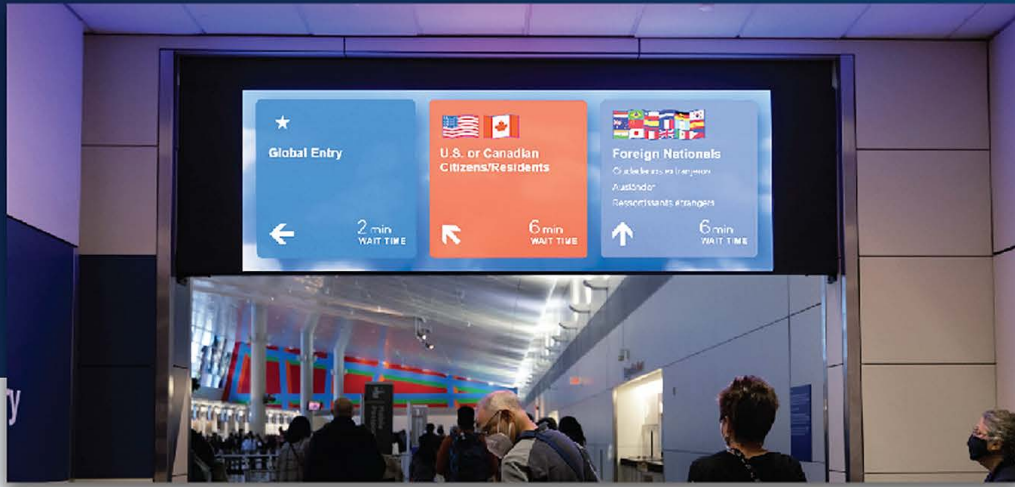


Passenger360®

Helping Passengers
Glide through
Customs, Security,
and Beyond



The Solution: Passenger360® for High-Anxiety Areas and Multilingual Communication

Synect created custom content and extended the **Passenger360®** content management system at Dallas Fort Worth International Airport (DFW) to deliver helpful, multilingual content to their domestic and international passengers.

The smart, automatically translated content is displayed:



As arriving passengers head towards Customs and Border Protection



When leaving CBP and heading to connections or exits



While choosing security checkpoints



During recomposure and wayfinding

The Content: Accessible, Intuitive, and Seamlessly Integrated

Custom content and professional translations from Synect are shown on LED and LCD screens. It is displayed in English and up to three other languages at a time, based on the flight schedule and passengers' country of origin.

Estimated security lane wait times, walk times to alternate checkpoints, flight information, and other dynamic data helps passengers make quick decisions. Visual information is automatically updated via airport and TSA systems.



BENEFITS OF VISUAL ECOSYSTEMS



A unified passenger journey

Reduced anxiety and elevated comfort

Optimized passenger behavior

Effective passenger communication

A modern, sophisticated facility

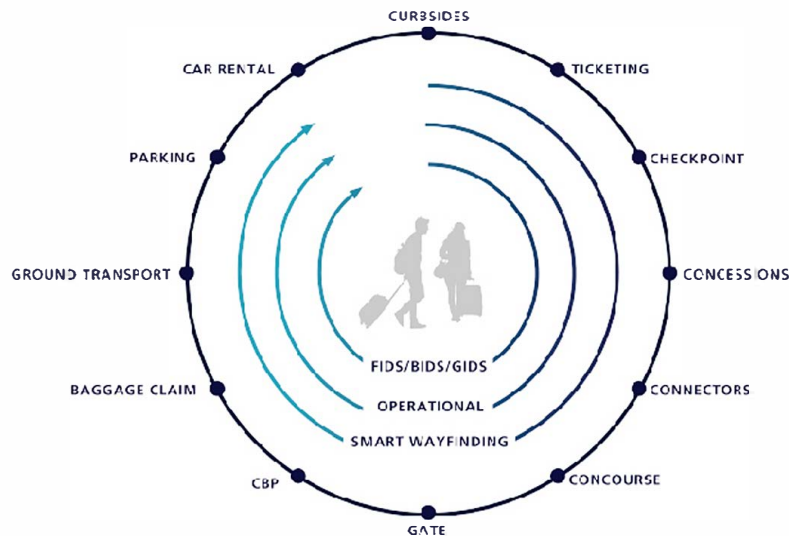
Unlimited dynamic operational scenarios

The Technical Solution: Passenger360®

Synect's **Passenger360®** is a next-generation digital signage platform and content management system. It places passengers at the heart of airports' digital experiences. Layers of content—including dynamic flight information, wayfinding, and branding—combine with immersive visual media to deliver a smart airport environment and memorable sense of place.

The **Passenger360®** solution is the gateway to Synect's open-system approach. It can integrate with any data source, analyze the data, and translate that data into system logic, business rules, playback programming, and useful information for passengers.

Passenger360® is scalable and completely display agnostic. It supports LCD and LED, any screen size, make, model, resolution, and imaginable configuration.



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