

Case Study
FRAPORT AG Frankfurt Airport

Use Case Indoor Positioning/Proximity-Marketing

Background

Fraport AG, is a German transport company which operates Frankfurt Airport in Frankfurt am Main, Germany's largest international Airport. The Company holds interests in the operation of several other airports around the world.

Challenge

In 2018, a total of 69.5 million passengers were counted in Frankfurt. Frankfurt Airport is particularly interested in a pleasant travel experience for passengers and competitive passenger operations due to its above-average share of transit traffic. Finding the way within Terminals 1 and 2 presents international and German guests with challenges and, in addition to wasting time, is a considerable stress factor. In a second stage, travellers from Asia should be addressed directly at the terminal with welcome and advertising messages.

Solution

FRAPORT already used an app as a central mobile communication channel for visiting the airport. Favendo therefore planned and installed a BLE beacon infrastructure at the airport and made the corresponding software available as an SDK, so that the app developed by a third party could be extended by the features Indoor Positioning and Indoor Navigation. In addition, Favendo provided a proximity function and integration with the WeChat messenger, which is very popular in Asia and is now used to draw the attention of Chinese travellers to the airport's shopping offerings.

A special challenge was the installation of the beacons, which had to comply with SITA standards and at the same time be „invisible“. In addition, the installed BLE transmitters had to be easy to remove without leaving any residue.

Results

FRAPORT's requirements for both installation and turn-by-turn navigation were met 100 percent. Fraport now empowers its users by embedding reliable positioning and navigation functions in their mobile app. Travel times were significantly reduced. A new marketing channel for Asian passengers was established.



PRODUCTS USED:

2000
approved BLE-Beacons

Commander
Location Engine

Commander
SDK

SIMILAR CUSTOMER
INSTALLATIONS INCLUDE:

Trilux Cologne & Netherlands
Phoenix Contact, Bad Pyrmont
Volkswagen IT City

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