



## BETTER GUIDED, BETTER INFORMED, BETTER SERVED PASSENGERS

How Paris Charles de Gaulle Airport vastly improved the travel experience of its Smartphone-equipped 60,970,551 passengers

- Better guided passengers, reduced passenger stress
- More informed, optimized shopping, dining and leisure
- Increased passenger satisfaction and loyalty

### Situation

**Paris-Charles de Gaulle Airport** also known as ‘**Roissy**’, is one of the world's leading international hubs with 60,970,551 passengers and 514,059 aircraft movements handled in 2011. Covering 12.50 sq miles and including three terminals and multiple levels, Paris Charles de Gaulle Airport is the world’s **sixth busiest airport** and Europe’s second busiest airport in terms of passengers served.

### Challenge

Given the large size and complexity of the airport along with increasing passenger traffic, a major priority was to help travelers find their way around the airport easily without getting lost. In addition, to optimize its image as a world first hub and leverage its edge as the provider of excellent quality, innovative airport services and products, CDG was committed to introducing new geolocation based services to improve the overall passenger experience and in particular to satisfy the exacting needs of frequent business travelers. CDG was looking for a cost effective, accurate, easy-to-deploy Smartphone embedded indoor positioning service to satisfy these requirements.

*“With so many different, complex itineraries inside the airport, Aéroports de Paris wanted to develop an indoor geolocation system to enable passengers to access an indoor navigation system from their Smartphones. We soon realized that only a Wi-Fi based system could do this. However, we faced a real technological challenge: to transform Wi-Fi signals into data allowing 3D geolocation, in other words from one floor to another rather than simply on the same level...It was very quickly obvious that Pole Star, a pioneer in Wi-Fi based positioning solutions, was the most promising solution.”*

**Bernard Cathelain, Deputy Director in charge of Planning and Development, Aéroports de Paris**

### The solution

**NAO Campus**, the Pole Star indoor positioning solution, initially deployed on a test basis at Paris Charles de Gaulle Airport, now covers most terminals and a total of 6.5 million square feet on four levels. The NAO Campus powered Smartphone application, **My Way Aeroports de Paris**, is available at no cost to some 60,970,551 passengers.



Paris-Charles de Gaulle Airport is the first venue in the world to offer indoor location service over such a large area and in such a complex environment.

*“After benchmarking all indoor location solutions available today, we chose the Pole Star service for its maturity and excellence compared to other solutions.”*

*“The initial deployment clearly demonstrated the added value of interacting with our passengers in real time thanks to the Pole Star indoor positioning system. Consequently we decided to extend coverage to the entire airport.”*

**Olivier Tarneaud, Marketing Director at Aéroports de Paris.**

## Results

Today, thanks to deployment of the Pole Star indoor positioning service, Paris Charles de Gaulle Airport offers visitors **parking lot to boarding gate, turn-by-turn guidance anywhere in the airport.**

In short, the NAO Campus powered mobile application, **My Way Aéroports de Paris**, is making life easier for its Smartphone equipped 61 million travelers with a whole new level of service including:

- A 3D interactive map showing all services, terminal gates and shops.
- Visual and vocal turn-by-turn guidance in English and French, giving the shortest path with distance to the selected point of interest.
- Personalized access for mobility impaired passengers.

The **My Way Aeroports de Paris** application has been designed to integrate other functions such as location-aware, customer profile driven couponing and promotions as well as social media options.

*“With this product, we are offering a new service to passengers. By efficiently guiding them, we help them make their connections, which the airlines also appreciate. Users are informed of any flight delays, the time it takes to get to their boarding gate, etc. We also provide them with information about airport services and shops. We are expecting new revenue streams from this development as passengers visualize what interests them on their itinerary, luxury shops, massages, our offering is huge...”*

**Bernard Cathelain, Deputy Director in charge of Planning and Development, Aeroports de Paris**

## About NAO Campus: the benchmark in indoor positioning, deployed worldwide

- **Maximum service availability:** over 43 million square feet of indoor coverage worldwide, Android and iPhone compatible
- **Supremely accurate positioning:** in even the most complex indoor environment
- **Adaptability:** a hybrid technology combining GPS, Wi-Fi, Bluetooth Low Energy and motion sensors to adapt to all environments and existing networks
- **Performance:** real-time positioning without any network connection and low power consumption
- **Scalability:** high performance tool suite for fast, easy, multi-venue deployment