

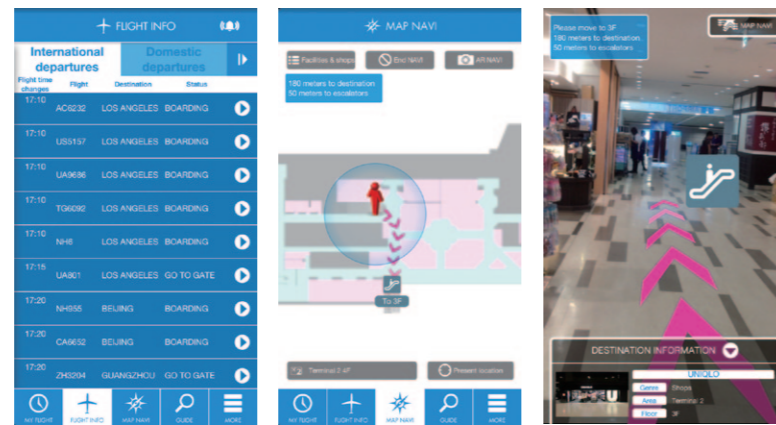
# i-Airport Promotion



The i-Airport project was launched at Narita Airport in 2010 to make use of cutting-edge information and communications technology in providing advanced airport services and improving the customer experience. We use three underlying concepts for the i-Airport concept: Easy to understand, fast and friendly. These form the foundation for the creation of an airport that will remain at the forefront of the world by harnessing advanced information and communications technology to optimize all of the airport procedures and improve our user-friendliness for our customers and our airlines.

## Navigating the terminals with augmented reality technology

In July 2012, NAA released iPhone and Android versions of its airport navigation app, NRT Airport Navi. Once a passenger's flight is registered in the app, it automatically notifies them of any gate or schedule changes on the day. The app is also equipped with a navigation function to guide users to boarding gates, shops or other desired locations in the terminals. The passenger is able to arrive effortlessly to his/her destination with route instructions which are viewed through the phone camera. Location finding uses technology to identify a location using



the signals emitted from Wi-Fi access points. This provides a passenger's present location, even inside the terminals where GPS signals do not reach.

## Development of multilingual audio translation system

NariTra, a multilingual audio translation app for iPhone and Android, was released at Narita in December 2011 as part of a drive to provide high quality information services to visitors to Japan. NariTra can be used in English, Chinese, Korean or Japanese. This app provides an audio translation service specifically for airports and travel destinations with a built in terminology database of proper nouns that customers might need to know at Narita Airport. These include the names of shops in the terminals, airline names and the names of key tourism locations in Japan. The app received a Minister for Internal Affairs and Communications Award at the



11th annual Merit Awards for Industry-Academia-Government Collaboration\* in August 2013.

\* Merit Award for Industry-Academia-Government Collaboration: Awards granted in recognition of noteworthy successes in, and significant contributions to the promotion of, industry-academia-government collaboration.

## Development of a smartphone concierge app

Work is continuing on the development of a concierge app for smartphones with voice recognition and audio information to improve user-friendliness for the customers of Narita Airport. The app will be designed so that the user can verbally ask the smartphone for information when they are using Narita Airport, and the application will give them an audio reply. With the ability to answer the most likely questions to be encountered at an airport such as flight, shop and service, parking and security information, the app will provide for individual needs.



## Passenger information using tablet computers

In June 2012, roving information agents in the terminals began using tablet computers to provide passenger information. By being able to use the normal system available at information counters on their tablet computers, roving agents can quickly provide customers with the latest flight, lost property and other information, anywhere in the terminal. This helps to achieve greater advances in customer satisfaction since staff can answer inquiries concerning airport shops and services on the spot and provide simple information with photographs and maps.

## Information and multilingual assistance via video phones

NAA installed airport information displays with video phones and launched a video phone system in April 2012 to enable information service operators to handle inquiries in several languages with the objective of easing the language barrier for non-Japanese passengers and offering a more convenient airport service.

The system not only allows customers to talk to operators via a total of 42 video phones installed at information desks and other locations, but it displays maps on the screen, can be used for written text and provides information in a situation which is similar to a face-to-face conversation.

## Expansion of free wireless LAN access areas

With the explosive popularity of tablet computers and smartphones in recent years in addition to the conventional personal computer, there has been a sharp rise in the need by our customers to access the internet by wireless LAN at the airport.



Since first offering free Wi-Fi areas in 2011 at Narita Airport, we have been gradually extending those service areas and now provide free Wi-Fi access throughout the passenger terminals. Narita Airport is committed to continuing to respond precisely to the needs of our customers.