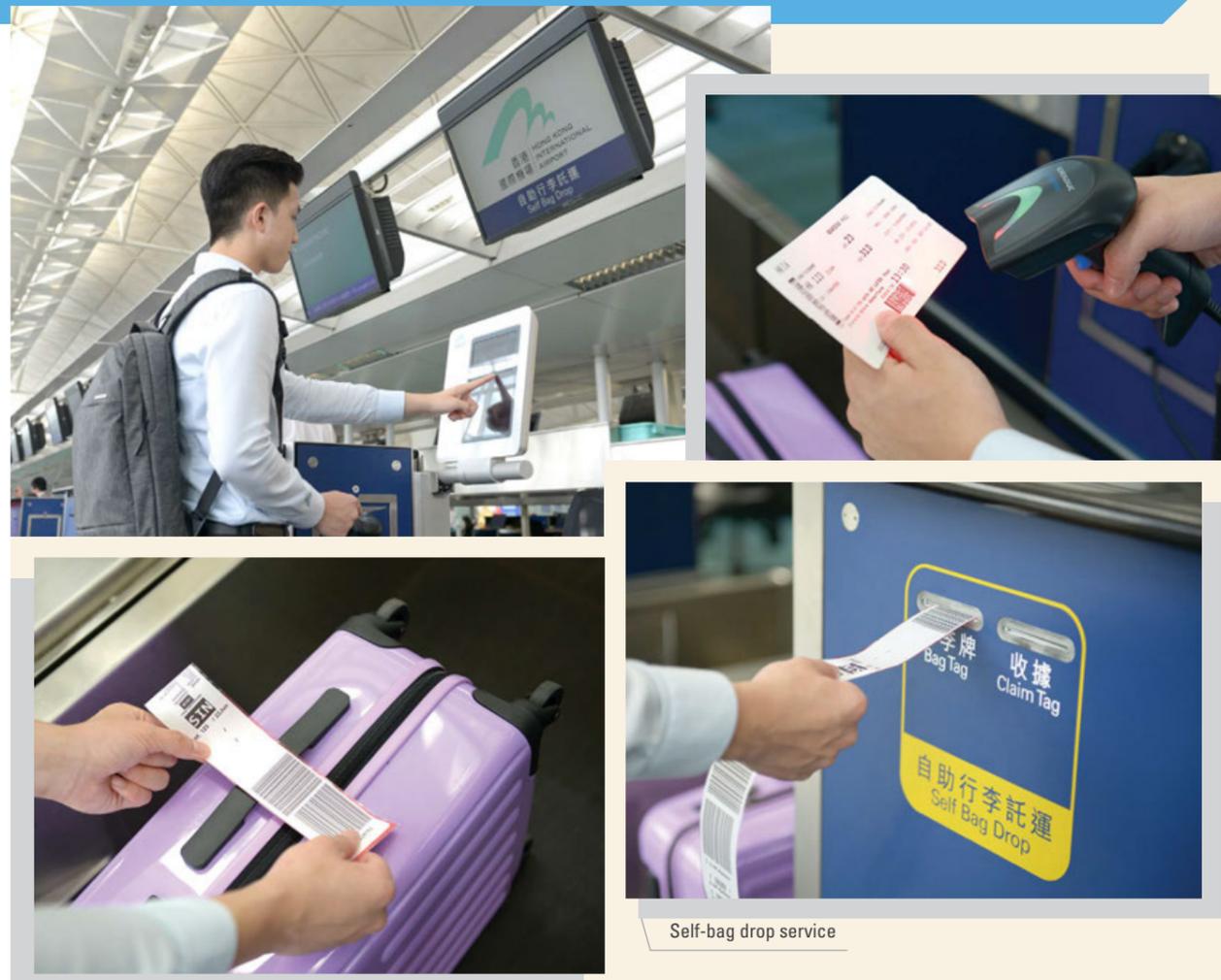


CASE STUDY

INTRODUCING ADVANCED TECHNOLOGIES AND NEW FACILITIES IN THE AIRPORT EXPERIENCE

In a 2015 global passenger survey by IATA, 90% of respondents indicated that they prefer to check-in and reserve their seats before arriving at the airport, and nearly 50% prefer to use self-bag drop service for their check-in luggage.

To address the rising trend in passengers requiring more control and flexibility in managing their travel arrangements, we are making greater use of advanced technologies to roll out more self-service facilities. This approach will also support our future airport expansion and reinforce our position as a world-class airport in the context of increasingly personalised travel expectations among passengers.



Self-bag drop service

New Technologies and Facilities



Save time with home-printed bag tag

- ◆ Completed trials for Radio-Frequency Identification (RFID) enabled home-printed bag tag
- ◆ Launch initial phase in 2016/17



Greater check-in convenience

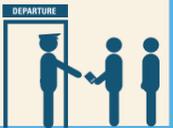
- ◆ Launched a self-bag drop system, reducing baggage processing time from 2-3 minutes to about 1 minute
- ◆ Four carriers now operate 20 self-bag drop counters
- ◆ 120 counters in operation by end of 2017

Enjoy terminal services



- ◆ Revamped signage in passenger terminals with new, easy-to-read font and added a yellow "beacon colour" to improve visibility
- ◆ Added hot drinking water facilities, refurbished nursing rooms, and introduced new landside trolleys and infant trolleys

Enhanced passenger traceability and security



- ◆ Installed a Positive Boarding System at all departure security checkpoints to capture boarding pass data of each passenger
- ◆ The data is used to improve airside security and operational efficiency, and airlines' on-time performance



Access flight, transportation, shopping and dining information at your fingertips

- ◆ Revamped 'HKG My Flight' mobile app to provide access to much more airport-related information

Find your way with ease



- ◆ Began rolling out iBeacon technology to provide passengers with terminal directions, walking times to gates, lounge access and boarding alerts via their mobile devices
- ◆ In-terminal infrastructure will be installed by Q4 2016



Faster baggage delivery

- ◆ Deployed a team to monitor real-time baggage arrival flows
- ◆ Set up rescue tractor team to help operators maintain service levels during temporary shortfalls in manpower



Always get a baggage trolley

- ◆ Completed trials for baggage trolley tracking system that uses video analytics to monitor the number of trolleys at pick-up points and alerts operators to ensure timely replenishment
- ◆ The system will be fully implemented in 2016



Smoother immigration service at arrivals

- ◆ Implemented real-time arrival passenger forecast, enabling the Immigration Department to deploy resources more efficiently against real-time demand