InfoGate is a multifunctional information and navigation system for locations requiring efficient information services, indoor navigation and digital signage.
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The InfoGate concept

InfoGate provides multilingual, video-based personal customer communication and extensive functionality for information, booking and navigation services.

The future has arrived
InfoGate was developed as an innovative passenger navigation and information system at Munich Airport. This highly innovative system is ready today to help you handle tomorrow’s customer needs and expectations.

Diverse applications
- Information, bookings and navigation along the entire travel chain (airport, rail, underground rail, public transportation, rental cars)
- Hotel reception and concierge services (Room bookings at railway station, timetables, information)
- Large events, trade fairs
- Visitor navigation (corporate campuses, public facilities)
- City marketing (tourist information, sale of CityCards)
- Supermarkets, hospitals, access control

Closer to the customer – and faster
InfoGate will enable your company to combine individual customer care, delivered at multiple locations over a wide area, with numerous value-added services.

The benefits of the InfoGate system – in a nutshell:
- Improved service presence in dealings with your customers
- Personal customer care through service personnel
- International, multicultural contact and interface
- Synergies with service personnel for higher cost efficiency
- Creation of a new, context-free advertising platform

Turnkey solutions ready to use anywhere in the world
InfoGate is now available as a modular, turnkey solution, with flexible configuration options for your specific application.
InfoGate is a highly flexible, modular system family. The eight components that can be perfectly tailored to your application environment consist of:

- **InfoGate Counter** – An information counter for handling customer questions via life-size videoconferencing
- **InfoGate Interactive** – Information terminal for independent retrieval of information by customers
- **InfoGate Digital Signage** – Data management environment for recurring and event-based user information and advertising (movies, pictures, posters) to create fully flexible representations of statistical and dynamic data tailored to your needs
- **InfoGate Service Center** – Central information office where the service team handles all questions at a single location
- **InfoGate Statistics** – Statistical analysis and added value services for system users and operators
- **InfoGate Routing** – Navigation assistance inside buildings. Straightforward, easy to understand, and combinable with added value services.
- **InfoGate Mobile** – Mobile access to all information services
- **InfoGate Online** – Web-based access to all information services

### InfoGate Counter

**Direct customer interaction – at all times!**

It offers the customer the opportunity to interact directly with a real person, talk with them and obtain further information.

All information is available to the customer and the service representative at all times.

The system already even includes the printout of brochures and the issuing of routing or reservation cards as central functionality components.

**InfoGate Counter: the facts**

- Interactive counter with natural dialog function (face to face and life-sized)
- Multi-language customer contact
- Natural interaction options through touch screen operation
- Card issuing and card interaction functions
- Supply and output of information material
- Navigation using personal ID (boarding pass, credit card, bar code, RFID, Bluetooth, ...)
- Navigation can be checked interactively at every InfoGate station along the way

### InfoGate Interactive and Digital Signage

**Unlimited possibilities**

The customer can be offered additional layers of information (such as flight information, train timetables, restaurant menus, etc.) and much more.

**InfoGate Interactive and Digital Signage: the facts**

- Scrolling information or event-sensitive user information, data display controlled by output lists, as well as advertising in the form of video, pictures, posters, with dynamic and static content
- An interactive information tool controlled by touch, providing the user with navigation, including a time estimate, for reaching the desired location (shopping, dining, gate, car rental, train station etc.)
A success story:
The launch of InfoGate at Munich Airport

Munich Airport as an innovation cell

- In the latest Skytrax survey, Munich Airport was voted Europe’s friendliest airport.
- The Skytrax surveys ask for input from more than 11 million passengers every year.
- Munich Airport again captured the title “Europe’s best airport” and also ranked number four worldwide.
- Defining characteristics of Munich Airport, apart from the comfort and convenience of the terminal facilities and Bavaria’s legendary hospitality, are the high quality of its services and the relentless drive for innovation.
- The constant improvement in the quality of service is enshrined in Munich Airport’s mission statement.

InfoGate innovation project

Key objectives:
- Greater ease for passengers in finding their way around the terminal – resulting in stress-free travel
- High availability of face-to-face information for travelers (improved access and quality of service)
- Increased customer satisfaction and generally improved availability of information
- Greater awareness of the attractive dining and retail options for travelers

In short:
Creating an integrated, multifunctional information and navigation solution for locations requiring efficient information services, indoor navigation and digital signage

Milestones:
- InfoGate rollout and pilot phase at 23 locations in Terminal 1 at Munich Airport from February to August 2011
- Scheduled launch of InfoGate in Terminal 2 at Munich Airport in the spring of 2012
- Further expansion of the system in 2015 through the completion of the satellite facility to expand Terminal 2
InfoGate creates value

**Improved service quality and customer satisfaction**

- Acquisition of new information facilities with no additional staffing requirements
- Increased information density ("points of presence")
- Additional benefits for your customers through routing / navigation and individual, face-to-face customer contact
- Ability to provide a "personal" presence and information resource at all InfoGate counters even across large areas
- Multi-language, multicultural customer contact at all InfoGate counters through pooling of service expertise
- Integration of multiple call centers in an integrated solution (cooperative arrangements)
- Image enhancement as an innovative service provider

**Leveraging rationalization potential with no loss of information/service density (points of presence)**

- Merging of conventional service points
- Pooling of service resources
- Better utilization of existing service personnel capacity / synergy effects
- Increased productivity and therefore improved economic efficiency for your service personnel

**Increased customer awareness of your products and services**

- Situation-specific, context-free customer contact
- Linking your customers’ information needs with targeted advertising
- Statistics/analysis on customer behavior / Creation of customer profiles for marketing and CRM activities

**Additional revenues through digital advertising and cooperative arrangements**

- Sale of advertising time on self-service pillars and InfoGate counters to external buyers
- Use of InfoGate Interactive as an advertising platform for own products/services
- Advertising cooperation with affiliated sectors and inclusion of their call centers in the InfoGate network

**Reduced expenditures for your conventional external advertising media**

- Replacement of conventional, analog stand-up media for advertising and information through InfoGate digital signage
- Simple, automated updating and remote maintenance of information and advertising messages
- Rule-based information and advertising messages (e.g. based on location/time/events)
- Lower maintenance expenses and improved look
- Faster response time, ensuring attractive, up-to-date contents
- Customer-specific advertising
InfoGate project integration and project management

A successful InfoGate launch requires a customer-specific concept and the targeted integration of the existing infrastructure. Experienced InfoGate project managers will be happy to support you from the concept development stage to the roll-out.

InfoGate pilot program
- Test our products and services in a pilot phase!
- We’ll develop a suitable pilot program to meet your needs and deliver a turnkey testing environment

Customer-specific concept
- We’ll advise you on the choice of locations for your InfoGate systems.
- We’ll support you in drawing up the specification documents for your specific needs.
- We’ll support you in identifying the interfaces to be included.
- We’ll advise you in forming your project team and preparing the project plans.

Customizing
- We’ll advise you on the design of your InfoGate solution and implement it in cooperation with our partners.
- We’ll customize the hardware and software for your needs.

Project support and project management
- We’ll provide an experienced project manager to support you during implementation.
- We’ll support you in integrating InfoGate into your infrastructure.
- We’ll integrate InfoGate into your software environment.
- We’ll support you in integrating your specific systems into the InfoGate software.
- We’ll support you with start-up and troubleshooting.

Quality assurance and continuous improvement

[Diagram of the PDCA cycle: Plan, Do, Check, Act]
InfoGate use cases

Airport

Tourism

Train station
Use case: at the airport

InfoGate Counter for improved availability and quality of service in the airport environment

Key issues

- Wide variation in traffic at existing information counters, for example between peak and off-peak periods
- Low-traffic areas where the placement of staffed information counters is not cost-effective
- Scattered operational locations
- International customer base / travelers with various information needs in different languages
- Service staff workload / optimal utilization of service skills (e.g. languages)

Objectives

- Improved utilization of available service staff / balanced workload
- Enhanced information services even in low-traffic areas to improve overall quality of service
- Central pooling of services for separate locations
- Optimization of services for international customers
- Pooling of service resources for improved efficiency and cost-effectiveness

Solution: InfoGate Counter

- Increased number of service locations through decentralized information terminals, (possible closure of staffed service counters)
- Set-up of video work stations (at central call center)
- Pooling of information service staff
- Maps of buildings easily imported into system for guidance component
- Import of POIs from existing systems into InfoGate software
- Link of InfoGate to key airport information systems if desired
- User communications even in languages from outside Western Europe
Use case: airport (continued)

InfoGate Interactive for improved advertising impact and greater product/service transparency

<table>
<thead>
<tr>
<th>Key issues</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Large number of widely scattered POIs on the airport campus</td>
<td>• Rapid availability of information for travelers</td>
</tr>
<tr>
<td>• Large and initially overwhelming variety of dining and retail options</td>
<td>• Transparent service offerings for travelers, ensuring ongoing revenue growth</td>
</tr>
<tr>
<td>• Numerous forms of signage and navigation aids. Distances are long, with uncertain walking and waiting times.</td>
<td>• Personalized, optimized navigation. Time budget navigator for transparency for routing and walking times</td>
</tr>
<tr>
<td>• Large number of analog information media (e.g. stand-up media) taking up space and requiring maintenance/updates</td>
<td>• Replacement of analog advertising and information media through digital media / savings of space and maintenance expenses</td>
</tr>
</tbody>
</table>

Solution: InfoGate Interactive and Digital Signage

- Placement of InfoGate Interactive at key waypoints (intersections, forks, etc.)
- Import of building maps from other systems for guidance purposes
- Import of POIs into InfoGate software
- Link of InfoGate to key airport information systems
- InfoGate Digital Signage information and advertising module ensures that display is up to date and appealing
Use case: airport (continued)

The use of InfoGate in the airport environment will generate value in qualitative and quantitative terms.

### Quantitative and qualitative impact

#### Service quality
- Increased availability of information for travelers
- Increased customer satisfaction
- Higher Skytrax rankings thanks to substantial increase in services

#### F&B / Retail
- Increased airport retail sales
- Increased sales for airport bars, restaurants, etc.
- Acquisition of customer profiles for optimized retail/F&B positioning

#### Information service personnel
- Lower personnel costs with the same or higher service quality OR improved service quality with the same personnel costs
- Improved employee workload distribution in service operations, and thus more added value per employee
- Increased employee satisfaction in information service through job enrichment
- Quality upgrade of formerly conventional call center jobs

#### Image / Marketing / Advertising
- Image enhancement through positioning as innovative airport
- Increased advertising revenues through introduction of new advertising media
- Increased advertising revenues through additional advertising locations
- Improved advertising for own products/services
- Reduced costs for update/maintenance of advertising media thanks to high level of automation
### Use case: tourism

**InfoGate Counter for an enhanced level of high-quality tourist information without additional staff**

<table>
<thead>
<tr>
<th>Key issues</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>- To save costs, the number of staffed tourist information facilities is very limited (usually only at market squares, railway stations, etc. or very popular sights)</td>
<td>- Increased number of locations for personal tourist information without additional information staff</td>
</tr>
<tr>
<td>- Often long waiting times at tourist information desks during peak periods</td>
<td>- Balancing of traffic through decentralized information points</td>
</tr>
<tr>
<td>- International customer base / travelers with various information needs in different languages</td>
<td>- Optimization of services for international customers</td>
</tr>
<tr>
<td>- Service staff workload / optimal utilization of service skills (e.g. languages)</td>
<td>- Pooling of service resources for improved efficiency and cost-effectiveness</td>
</tr>
<tr>
<td>- Offer new, fee-based services</td>
<td>- Upselling through CityCards, cooperative arrangements, etc.</td>
</tr>
</tbody>
</table>

**Solution: InfoGate Counter**

- Increased number of tourist information locations through decentralized information terminals offering direct personal contact
- Set-up of video work stations (at a central call center)
- Pooling of information service staff
- Import of tourism POIs into InfoGate software
- Link of InfoGate to key tourism information systems such as public transportation, hotel databases
- Connections to other call centers also possible
### Key issues
- Tourists can be overwhelmed by the information available on hotels, restaurants, public transportation, sights, etc.
- Tourists often need to use a number of different information sources to get an overview of a region (flyers, maps, posters, etc.).
- Updating and maintaining analog advertising spaces is expensive.
- Self-service can reduce traffic at staffed counters.

### Objectives
- Transparent information source for travelers. Opportunity for tourists to obtain quick, detailed information on basic questions without assistance
- One information source for all tourism priorities. Source of up-to-date information on regional events.
- Use of low-maintenance digital advertising opportunity
- Increased coverage area or reduced staffing needs at the counter

### Solution: InfoGate Interactive and Digital Signage
- Link of InfoGate to key tourism information systems (e.g. hotel reservations, public transportation, theaters, museums, etc.)
- Placement of InfoGate Interactive at selected POIs
- Import of tourism POIs in your region into InfoGate software
- Use of InfoGate as a flexible and customized advertising module
- InfoGate Digital Signage information and advertising module ensures that display is up to date and appealing
Use case: tourism - continued -

Using InfoGate in tourism applications will improve your efficiency while enhancing your image.

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### Quantitative and qualitative impact

<table>
<thead>
<tr>
<th>Service quality</th>
<th>F&amp;B / Hotels / Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Increased availability of information for tourists and visitors</td>
<td>- Quick placement of current offers</td>
</tr>
<tr>
<td>- Source of quick and up-to-date information on regional events</td>
<td>- Real-time advertising of hotel vacancies (e.g. last-minute offers)</td>
</tr>
<tr>
<td>- Acquisition of customer profiles to improve tourism marketing</td>
<td>- Up-to-date and quick announcement of available event tickets</td>
</tr>
</tbody>
</table>

### Information service personnel

<table>
<thead>
<tr>
<th>Information service personnel</th>
<th>Image / Marketing / Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Lower personnel costs with the same or higher service quality OR improved service quality with the same personnel costs</td>
<td>- Enhanced image for tourism region through use of innovative, high-quality technology</td>
</tr>
<tr>
<td>- Improved employee workload distribution in service operations, and thus more added value per employee</td>
<td>- Increased advertising revenues with existing and new partners</td>
</tr>
<tr>
<td>- Increased employee satisfaction in information service through job enrichment</td>
<td>- Targeted, personalized tourist information</td>
</tr>
</tbody>
</table>

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F&B / Hotels / Events

- Quick placement of current offers
- Real-time advertising of hotel vacancies (e.g. last-minute offers)
- Up-to-date and quick announcement of available event tickets

Image / Marketing / Advertising

- Enhanced image for tourism region through use of innovative, high-quality technology
- Increased advertising revenues with existing and new partners
- Targeted, personalized tourist information
- Pooling of advertising expenditures, e.g. by using InfoGate as an advertising medium in regional marketing cooperatives
- Reduced costs for update/maintenance of advertising media thanks to high level of automation
### Key issues

- Especially in low-traffic areas, information desks offering personal contact are often lacking (for cost reasons)
- Staff safety at low-traffic locations, particularly at night
- Diverse and scattered operational locations distributed over a wide area
- International customer base / travelers with various information needs in different languages

### Objectives

- Enhancement of low-traffic areas and general improvement in range of service and customer satisfaction
- Employee safety ensured even in night operations at low-traffic locations
- Extended range of services and improved utilization of call center resources
- Optimization of services for international customers

### Solution: InfoGate Counter

- Establishment of new service locations through decentralized information terminals
- Security and 24/7 availability
- Set-up of video work stations (at a central call center)
- Pooling of information service staff
- Link of InfoGate to key railway information systems
- Links are also possible to other information services

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Use case: train station

InfoGate Counter for expanded high-quality services even to low-traffic areas
Use case: train station - continued-

InfoGate Interactive for improved user guidance in large sites and targeted advertising for travelers

<table>
<thead>
<tr>
<th>Key issues</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rapid and targeted channeling of travelers, especially in peak periods</td>
<td>• Optimized, situation-based or even personalized routing information; transparency on routes and walking times</td>
</tr>
<tr>
<td>• Real-time, situation-based information for travelers about ongoing situations (timetable changes, track changes, etc.) away from the central information screens</td>
<td>• Up-to-date information for travelers in real time</td>
</tr>
<tr>
<td>• Personalized advertising of offers, e.g. in restaurants and retail</td>
<td>• Transparent offers for travelers to increase revenues, e.g. in restaurants and retail</td>
</tr>
</tbody>
</table>

Solution: InfoGate Interactive

• Link of InfoGate to key railway information systems
• Placement of InfoGate Interactive at key waypoints (intersections, forks, etc.)
• Import of building plans for operational buildings for user guidance
• Import of station-related POIs into InfoGate software
• Use of InfoGate as a flexible, innovative advertising module
Use case: train station - continued

InfoGate in the station setting will enhance your service presence and service quality even at low-traffic locations

### Quantitative and qualitative impact

<table>
<thead>
<tr>
<th>Service quality</th>
<th>Marketing / Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improved availability of round-the-clock information for travelers even at low-traffic locations</td>
<td>• Improved advertising for own products/services</td>
</tr>
<tr>
<td>• Enhanced customer satisfaction through increased service presence</td>
<td>• Increased revenues in station retail stores through personalized, targeted advertising of offers</td>
</tr>
<tr>
<td>• Increased availability of direct personal information at small, remote locations</td>
<td>• Increased advertising revenues with existing and new partners</td>
</tr>
<tr>
<td></td>
<td>• Reduced costs for update/maintenance of advertising media thanks to high level of automation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information service personnel</th>
<th>Image / CRM</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improved quality of service with unchanged personnel costs</td>
<td>• Enhanced image through use of innovative, high-quality technology</td>
</tr>
<tr>
<td>• Improved employee workload distribution in service operations, and thus more added value per employee</td>
<td>• Acquisition of customer profiles for future offers, marketing campaigns and CRM</td>
</tr>
<tr>
<td>• Improved employee security</td>
<td></td>
</tr>
<tr>
<td>• Increased employee satisfaction in information service through job enrichment</td>
<td></td>
</tr>
</tbody>
</table>
InfoGate: schematic diagram

[Diagram of InfoGate system components and architecture, including InfoGate Counter, InfoGate Interactive, InfoGate Servicecenter, InfoGate Administration, and connections to Domain server, InfoGate Application Server, Customer VPN, Database, ADDB or HIDS, IT Support PCs, and Support PCs.]
GOOD Design Award 2011 for InfoGate at Munich Airport:

As awarded by The Chicago Athenaeum: Museum of Architecture and Design.

In the Permanent Design Collection of The Chicago Athenaeum: Museum of Architecture and Design.