

# Enhancing Travel at London Luton Airport

## Customer

London Luton Airport is an international airport located in the Borough of Luton in Bedfordshire, England. It is the fourth largest airport serving the London area after Heathrow, Gatwick and Stansted.

## Requirement

Luton Airport's marketing people were looking to improve on the interactive kiosks in the departure terminal by installing some large format Protouch kiosks 'air-side'. The aim of the kiosks was to provide useful passenger information but also to gauge passenger feedback on the services provided in the airport. The airport had recently commissioned a new website which showed passengers an interactive flight destination map as well as a three dimensional Flash based, terminal map which showed passengers where they could find the various amenities.

In addition, the kiosks were required to try to 'drive' business to the retail outlets by offering high quality printed discount coupons. If the kiosks were successful then there was potential for the possibility to integrate the display of live flight information.

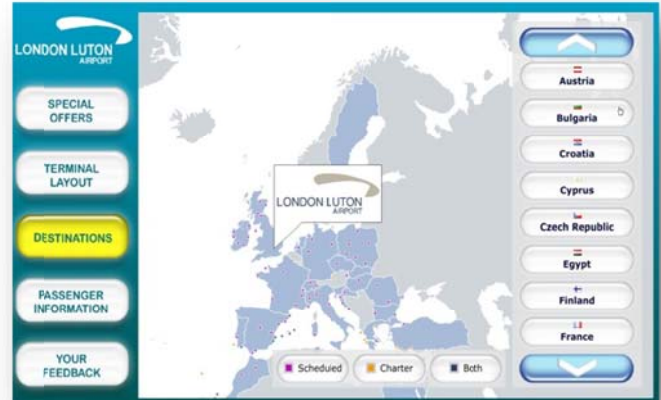


## Solution

One of the first jobs was to take the Flash maps from the website and re-purpose them for kiosk use. The programmers and designers at Working Solutions (Creative IT) Ltd, set to work on converting the maps, which were designed to be navigated using a computer mouse, into 'finger-friendly' maps that would work much better with an interactive touch-screen kiosk.

Instead of a providing a conventional printer with all of the associated maintenance issues, Acquire's development partner - Working Solutions (Creative IT) Ltd developed an innovative Bluetooth plug-in and installed it on three new, large format multimedia information kiosks at London Luton Airport. The 40-inch LCD kiosks were installed 'air-side' at the terminal. Powered by award winning Acquire software and utilising the new Bluetooth application, the kiosks provided multifunctional assistance for airport customers.

Amongst its functions, the kiosk offered customers the opportunity to give their opinion on the standard of airport facilities by using the touch-screen feedback form. Furthermore, customers were able to download offers from the terminal's retail outlets such as Dixons, Boots, Monsoon and



WH Smith via the new Acquire Bluetooth application. The 3D airport map and The Bluetooth application works in conjunction with the Acquire software platform for maximum efficiency. Using a Bluetooth transceiver device connected to the kiosk PC, the software searches for Bluetooth activated devices, usually mobile phones, within a predetermined radius.

When the kiosk's promotional area is touched by the user, the transceiver 'Bluecasts' an image of the special offer. If the mobile phone user chooses to accept the offer their phone downloads the image.

This image can then no longer be downloaded to the same phone unless the phone leaves the area for a predetermined length of time.

Any user who refuses the image will not be sent that image again, so users are not bombarded with Bluetooth offers that they do not want. And, for those newer mobile phones that have a default security function that asks for a 4-digit pairing code to be entered before the image is accepted, the kiosk provides this information as an on-screen instruction.



## More Information

Please call +44 (0) 116 231 8921 or 888-578-8999 if you are in the USA. Or fill out our contact form at [www.acquiredigital.com/ContactUs](http://www.acquiredigital.com/ContactUs)

*Acquire Digital* is an internationally recognized software brand, firmly established as a provider of cost effective and turnkey digital signage and kiosk software solutions, with more than 18,000 installed players and kiosks worldwide.

*Working Solutions (Creative IT) Ltd* is a software development and design studio with more than 10 years of experience that provides customized software solutions and websites for digital signage and kiosk deployers across the globe.

You can also find out more about Acquire from our website at [www.acquiredigital.com](http://www.acquiredigital.com) and you can download a **FREE 30 DAY TRIAL** from [www.acquiredigital.com/freetrials](http://www.acquiredigital.com/freetrials)