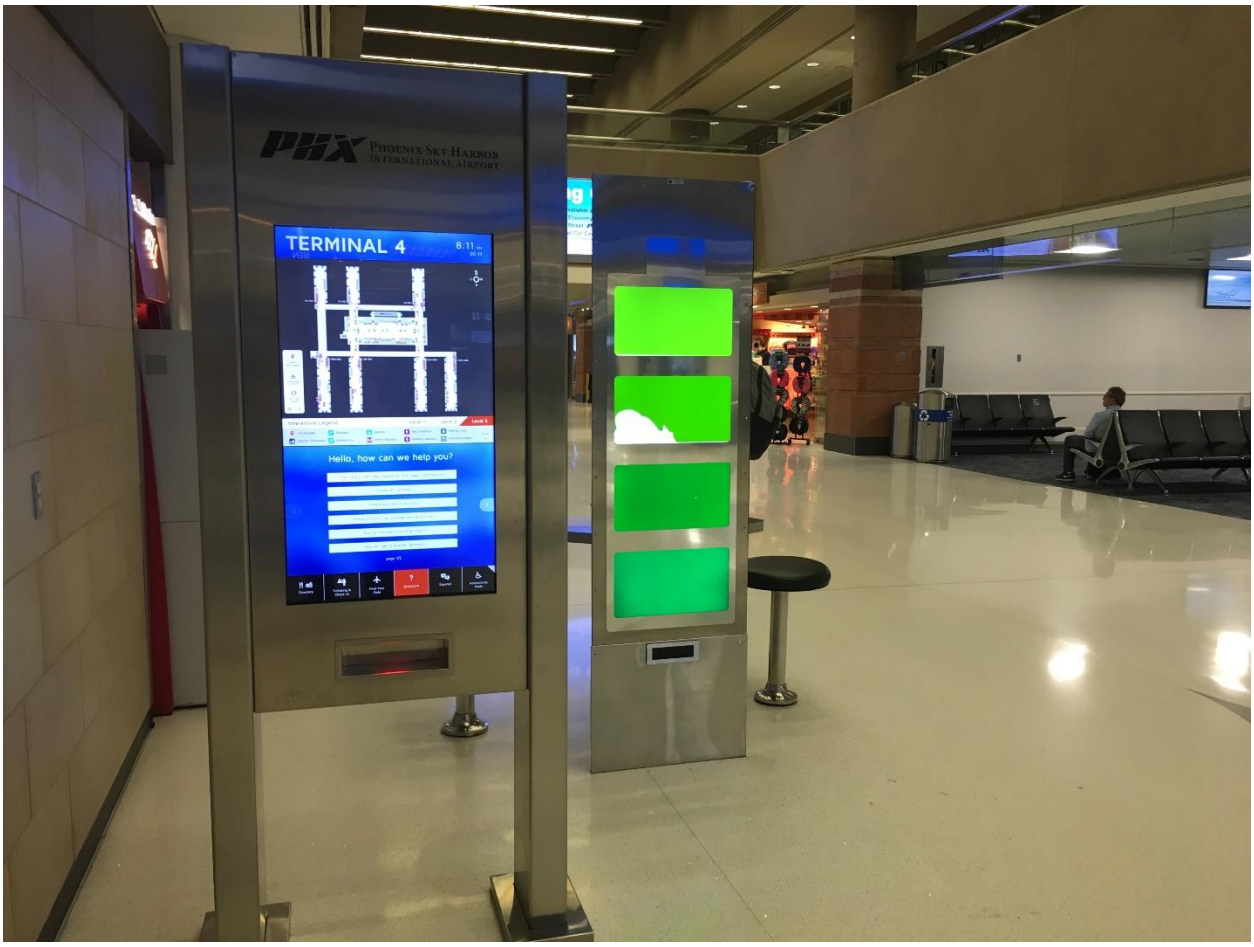
PHX Case Study:



Phoenix Sky Harbor International Uses 22Miles as Part of Their T4 Airport Wayfinding Experience Initiative

The Client

Spreading across 3,200 acres, Phoenix Sky Harbor International see's over 120,000 arriving and departing passengers. It is Arizona largest economic engine

The Challenge

PHX needed a major re-model. Originally built in 1990, Terminal 4 was antiquated and old. PHX was in search to enhance their customers service by providing additional interactive and real-time navigation. Solution needed to be a next-generation solution. PHX was on a mission to offer world-class service to every customer, every day. They wanted a comprehensive solution that would enhance their existing signage so travellers could better locate terminals, stores, bathrooms and other locations through the terminals.

The Solution

Seventeen double-sided 46” bolted down interactive wayfinding kiosks powered with Intel NUCs through i5 power were installed. PHX choose 22Miles and design partner (Forge Media Designs) for their signage upgrade portion of the Terminal 4. The solution consisted of interactive point-to-point wayfinding kiosks with visual communication and real-time flight information.

The free-standing interactive wayfinding kiosks include a QR code reader allowing for passengers to scan their boarding pass to receive turn-by-turn directions to their gate in real-time. Built into the kiosk user interface (UI) is an intuitive question-oriented menu that encourages travellers to discover what all PHX can offer. Users can browse through store and restaurant listings and even read a short description of the location. The kiosks supported ADA requirements with built-in display adjustment capabilities, magnifier feature for visual zoom improvement, and wheel chair accessible routing.

22Miles Publisher Pro 5.0 powers all the systems deployed. The True-User design and editing capabilities of Publisher Pro provide’s PHX with an intuitive real-time 3D map creation module that enables PHX staff to edit mapping routes and pathways to gates, shops, hotspots and other listed locations.

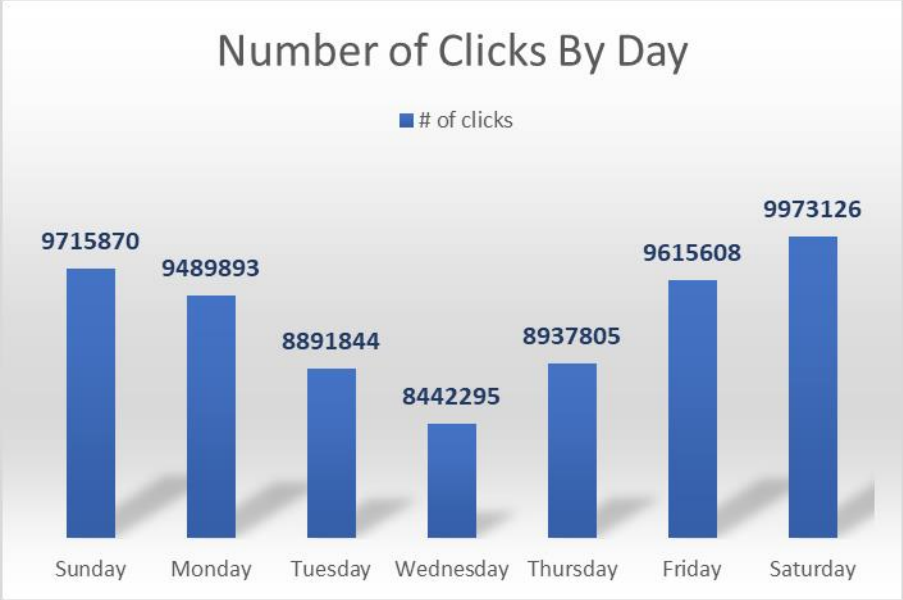
To improve efficiency 22Miles added real-time automation of any gate changes with a direct integration to FIDS live data interface. This eliminated the need for PHX staff having to update gate changes manually. When a change to a gate occurs in FIDS the listings on the kiosks automatically update. This integration by 22Miles dramatically improved efficiency and saved PHX staff time.

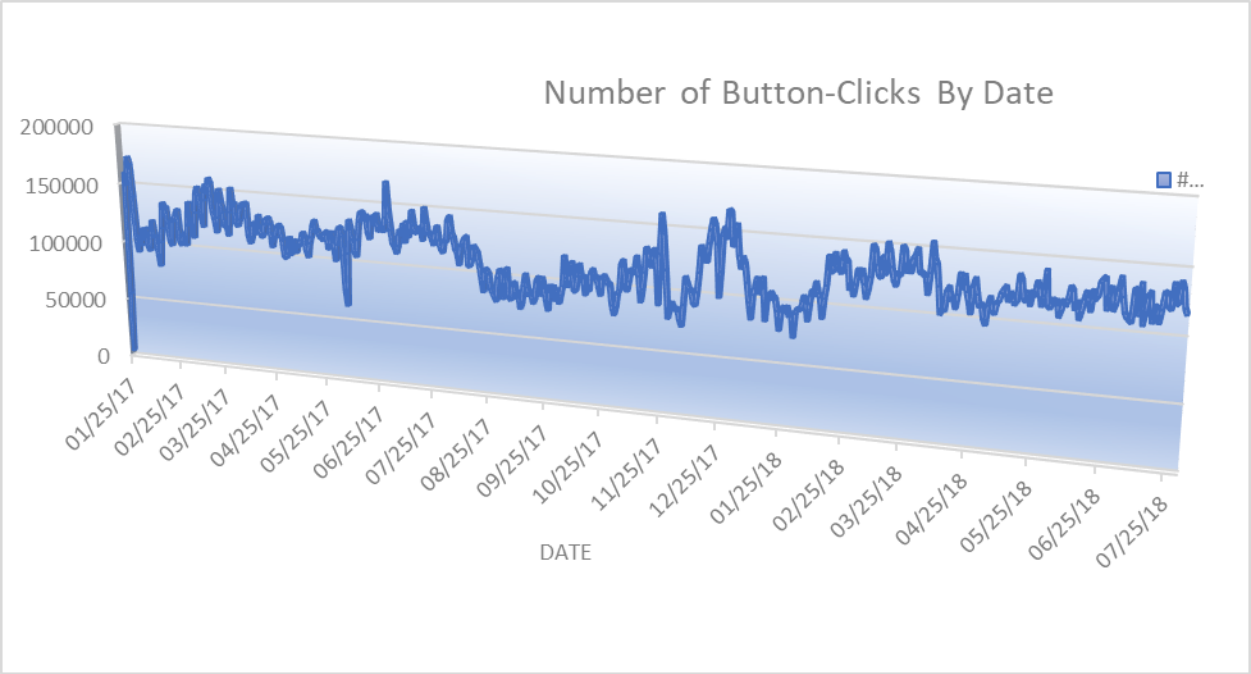
Current Results

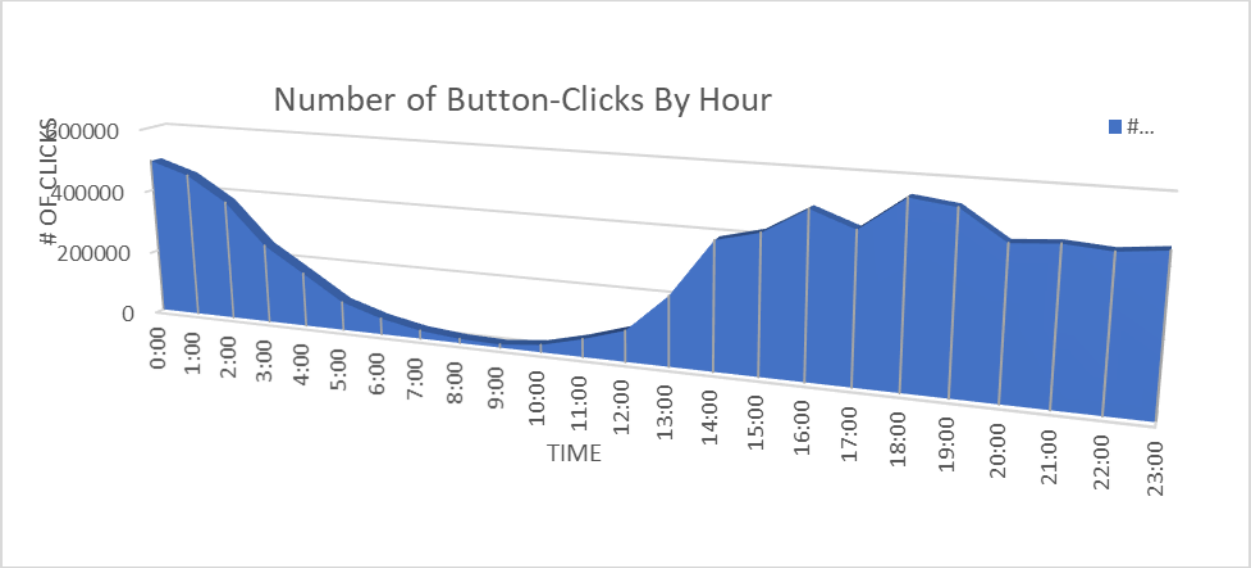
Since deployment in November of 2017, PHX has been able to track user-engagement with 22 Miles proprietary analytics reporting system throughout the terminal deployed touchscreens. The results have been overwhelmingly successful. The 22 Miles statics have reported over 65 Million button clicks! The reporting engine has been able to track a variety of analytical user data.

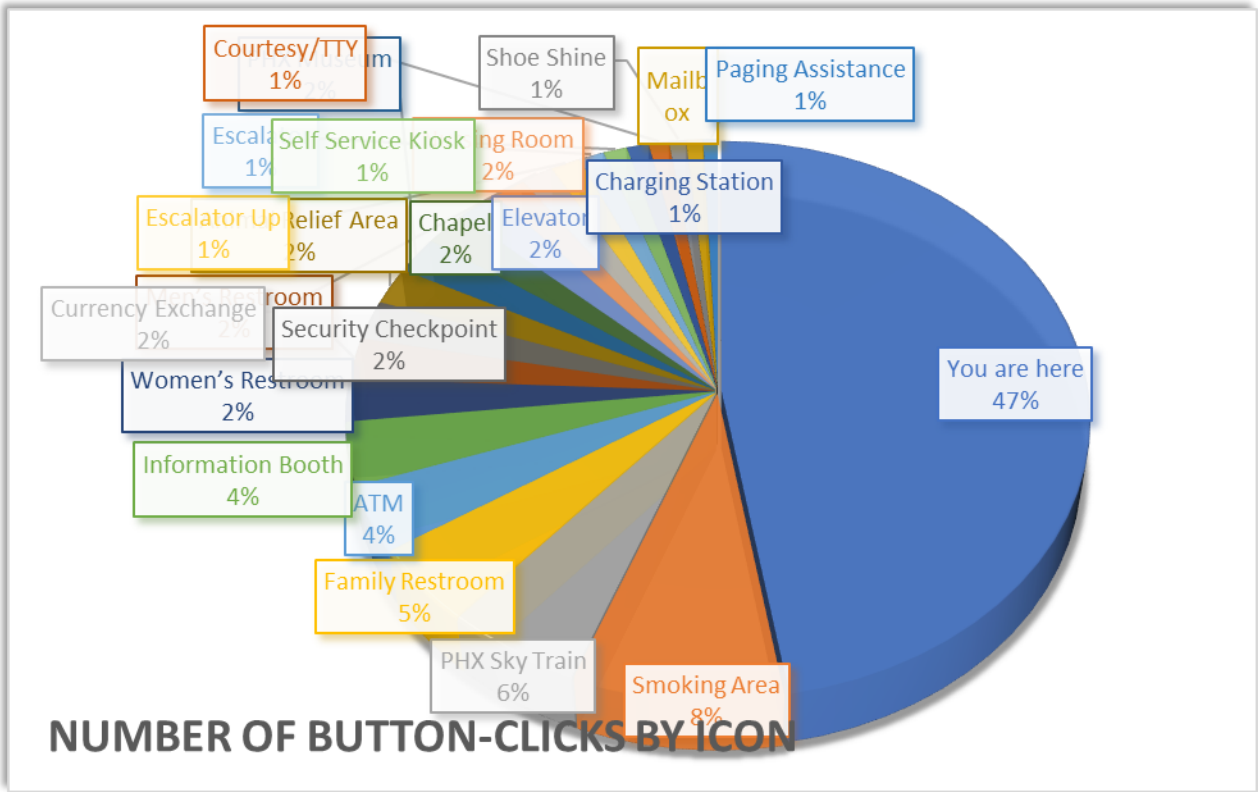
Button Clicks by weekday, daily, hourly, by icon, by keyword, by destination, and even by source.

Examples of some of the real data:







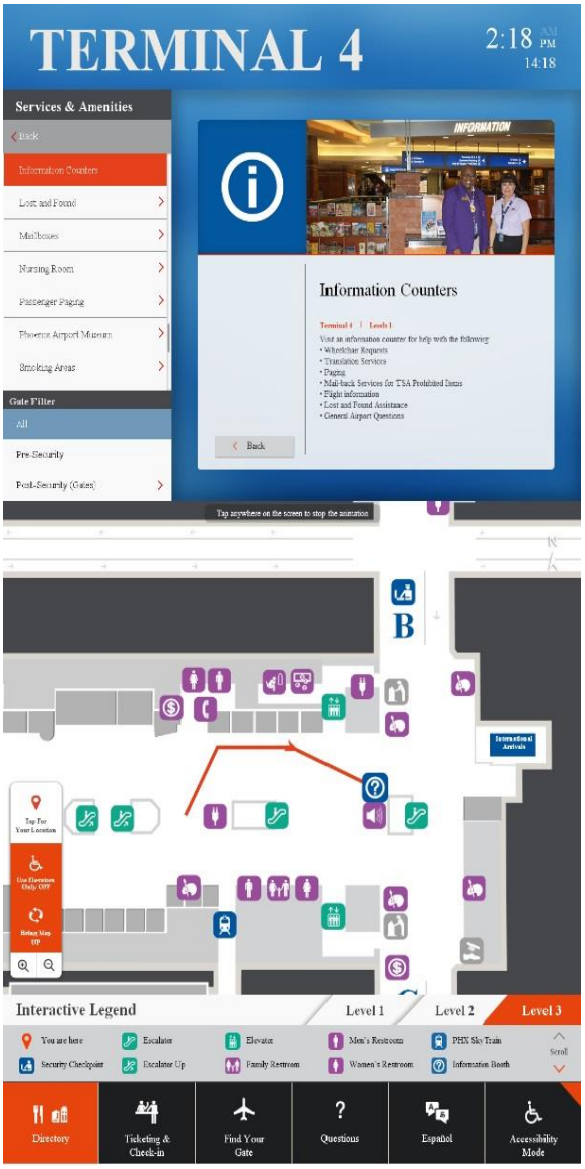


As the analytical data through these graphs show, the deployment garnered a lasting user experience that keeps the terminal dynamic and engaging. Through these statistics PHX was confident in their pursuit of expanding the solution to Terminal 3's new South concourse. The team with the assistance of Forge Media and 22 Miles is adding into the terminal 3 (T3) seven more double sided touchscreen kiosks and Intel NUCs with newest generation i7 processors.

INFORMATION

Gate
Questions

INFORMATION
WESTERN SPIRIT
SCOTTSDALES MUSEUM OF THE WEST
INFORMATION
PHX
PHOENIX SKY HARBOR INTERNATIONAL AIRPORT
TERMINAL 4
Find Your Gate


TERMINAL 4
2:18 PM
14:18
Services & Amenities
Back
Information Counters
Lost and Found
Mailboxes
Nursing Room
Passenger Paging
Phoenix Airport Museum
Smoking Areas
Gate Filter
All
Pre-Security
Post-Security (Gates)
INFORMATION
Information Counters
Back
Tap anywhere on the screen to stop the animation
B
Interactive Legend
Level 1
Level 2
Level 3
You are here
Escalator
Elevator
Men's Restroom
PHX Sky Train
Security Checkpoint
Escalator Up
Family Restroom
Women's Restroom
Information Booth
Scroll
Directory
Ticketing & Check-in
Find Your Gate
Questions
Español
Accessibility Mode

TERMINAL 4
2:17 PM
14:17
N
C
Interactive Legend
Level 1
Level 2
Level 3
You are here
Escalator
Elevator
Men's Restroom
PHX Sky Train
Security Checkpoint
Escalator Up
Family Restroom
Women's Restroom
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