



ViaDirect

INNOVATING DIGITAL INFORMATION AND
WAYFINDING SOLUTION

for airports



WORLDWIDE PRESENCE



PARIS
Headquarters



REGIONAL
Offices



35 COUNTRIES
Presence



AIRPORTS
Already equipped by ViaDirect

Coming soon in 2022

VIADIRECT

Navigating through an airport can be a very confusing experience for many passengers, as they have a very limited amount of time to acquaint themselves with an unknown space, often in a foreign country, and perform a set of unfamiliar but mandatory tasks (checking-in, clearing security, boarding etc.). Overwhelmed by this stressful journey, many visitors will not have the chance to appreciate their time at the airport and will fail to benefit from the variety of services offered by the location.

Consequently, a well-designed passenger experience should assist travellers from the moment they walk through the airport doors to the departure of their flight, guiding them in the smoothest and most intuitive way possible.

With this in mind, ViaDirect has developed an innovative wayfinding solution, in the form of an interactive kiosk that gives passengers valuable information about their flight (via the scan of boarding pass), helps them find their check-in desk, and provides them with the shortest possible route to their departure gate, taking into account their accessibility requirements. Based on a 3D user-oriented map, this single point of contact also allows customers to easily find their way throughout the terminals and to search amongst the hundreds of possibilities made available to them, whether it be duty-free stores, refreshment and dining options, or leisure and relaxation areas.

At the crossroads between the physical and digital worlds, ViaDirect's products can moreover be synchronised with other platforms/CMS to retrieve real-time data about everything, from public transportation to commercial offers and queue measurement systems.

Follow ViaDirect's path to learn how to make passengers' last moments before take-off an enjoyable experience.



RENAUD DE LA BAUME
CEO & CO-FOUNDER

SOME OF OUR AIRPORT CUSTOMERS



PITTSBURGH
INTERNATIONAL AIRPORT



100% French and
independent brand



400 places
equipped



+40
employees



+3 millions users
per month



13 years
of experience

OUR INTERACTIVE KIOSKS



Versailles



Ego



Doado



Pelikan



Gazelle Fit



Lollipop



Marina



Trombone



Wally



Lémurien



Pad



Trombelle



Outdoor

- Indoor and outdoor kiosks according to your needs.

- Compact design to avoid inconvenience with patients and stretcher circulation.

- Maintenance / Disinfection: Easy and quick information

OUR SOFTWARE



Multi-touch interactive 3D map



Eye-catching interface design



Multiple integration possibilities for external content (queue management system, flight information, etc.)



Fast search engine of desired destination: gates, check-in desks, shops, restaurants, services, car parks ...



Marketing tools to increase visitor knowledge (survey, rating system, etc.)



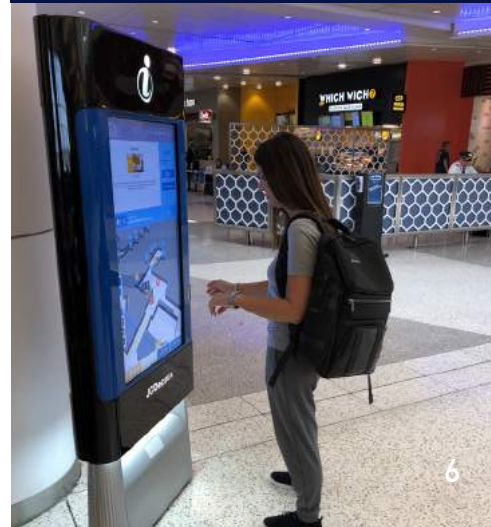
Every person can access the system, regardless of height or ability (PRM)



Synchronisation with other digital platforms used by airport (CRM)



Photos courtesy of ©CPH Copenhagen Airport



VIADIRECT MULTI-DEVICE



Navigate on intuitive ViaDirect 2D map on your smartphone and website



Step-by-step itine-



Multi-touch inter-
face: zoom in/out,
360° rotation



Unique CMS



Web platform, nothing
to download and no
registration needed



FUNCTIONALITIES OVERVIEW

Departure

air	flight	destination	gate	status	boarding
AA	1111	London	12	On Time	10:00
AA	2222	Paris	13	Delayed	10:15
AA	3333	Amsterdam	14	On Time	10:30
AA	4444	Brussels	15	On Time	10:45
AA	5555	Frankfurt	16	On Time	11:00
AA	6666	Munich	17	On Time	11:15
AA	7777	Zurich	18	On Time	11:30
AA	8888	Geneva	19	On Time	11:45
AA	9999	Basel	20	On Time	12:00

SCAN YOUR BOARDING PASS TO FIND YOUR WAY

ENTER YOUR FLIGHT NUMBER

Map | Check-in & Gates | Services & Facilities | Flights Information

Shops & Restaurants | Parking & Transports | Suggestions & Complaints | In 2024

- **Boarding Pass scan** : real-time flight information. Route to check-in counters and gates with distance and waiting time

- **Marketing tools**: to increase your visitor knowledge (survey, rating system, banners etc..)

Find your

POUR UN... OR

POOR Fair Good Very Good Excellent

Satisfaction Survey

How would you rate the information on this infopoint?

bud Budapest Airport

14:36 7°C

HEINEMANN DUTY FREE

Itinerary: You are on level 1. Your destination is on level 2.

TAKE IT EASY!

You've got 1H15 before your departure, enough time to shop or grab something to eat. Check out our selection on the way to your gate.

Starbucks | Bregiani | KFC | DR. JAGO

PAID PARTNERS

English | Spanish | Accessibility

- **Increase your profits by promoting your stores and partners:** Shopping recommendations on the route. Highlighted paid partners.

3:33 pm Friday April 01, 2022 DFW

Welcome to Dallas/Fort Worth International Airport

PAID PARTNERS

Courtyard by Marriott Dallas DFW Airport | Hyatt Regency DFW International Airport | Super 8 DFW South

OTHER HOTELS

Best Western Plus | Best Western Plus DFW Airport Suites | Delta Hotels North Airport Market | Grand Hyatt DFW | HyattHouse Suites by Hyatt DFW Airport North | Homewood Suites by Hilton Irving DFW Airport North

English | Spanish | Accessibility

STATISTICS REPORT

- **ViaDirect** solutions send you every month a statistics report with all the information about your kiosks as:
 - Number of users
 - Number of itineraries displayed
 - Average time of use and frequency
 - Distribution of screens displayed per kiosk
 - Main services searched

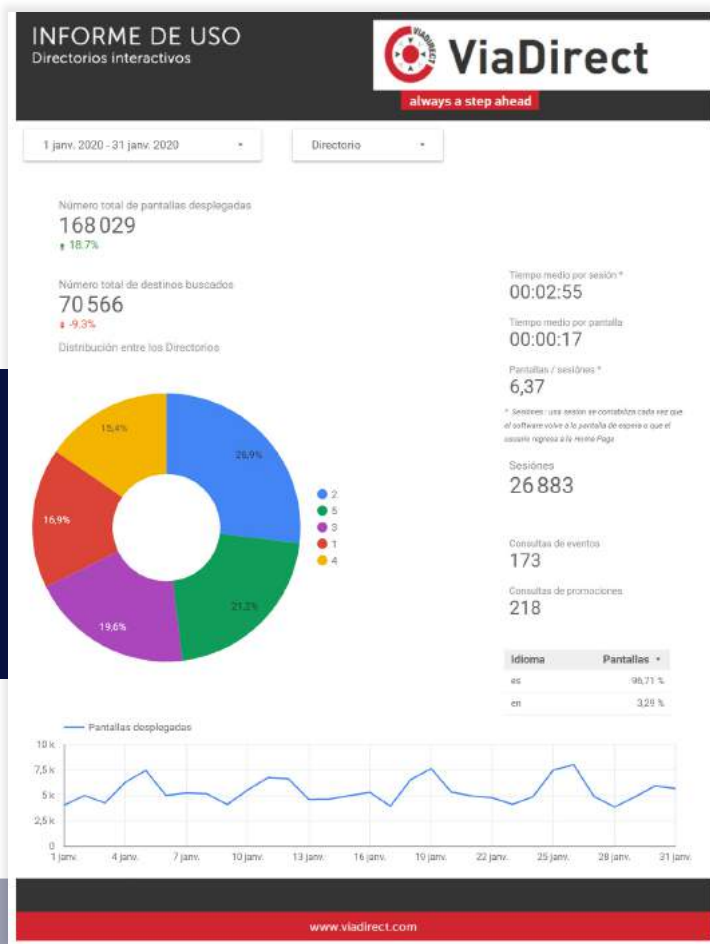
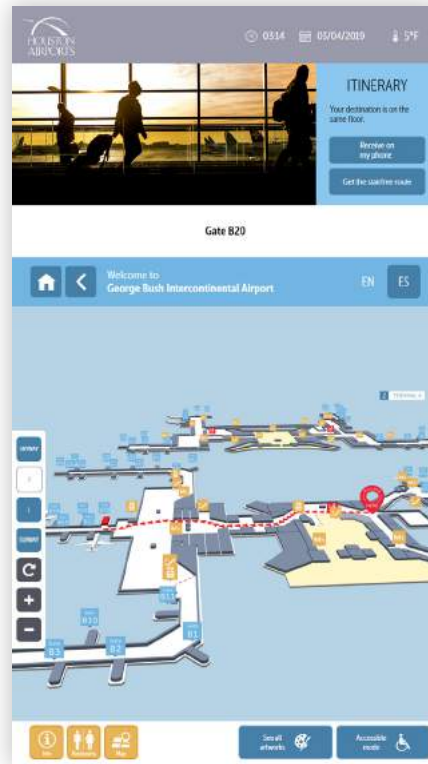




Photo courtesy of ©Houston Airports

HOUSTON AIRPORTS (HOU & IAH)

Houston (USA), 2018





08867	16:00	邯郸	A
08867		徐州Xuzhou	A
08810	16:05	沈阳Shenyang	A
08826	16:10	天津Tianjin	A
		哈尔滨Harbin	A
LT4302	16:25	合肥Hefei	B15

航班计划起飞前45分钟停止办理乘机手续
空公司E、F岛

052838	20:50	重庆Chongqing	A
ZH2492		南昌Nanchang	B18
MF2026	21:00	泉州Quanzhou	A
MF8344	21:05	长沙Changsha	A
CZ4272			
MU2966	21:10	长沙Changsha	A

航班计划起飞前45分钟停止办理乘机手续
空公司E、F岛

Photo courtesy of ©ZHUHAI AIRPORT

ZHUHAI AIRPORT (ZHU)

Zhuhai (China), 2020



SEARCH

16:10 | 27°

11/23/2020

< BACK

FLIGHT FLOW



简体中文

繁體中文

ENGLISH



FLIGHT FLOW



FLIGHT SCHEDULES



SHOPS F&B



SERVICES



FLIGHT SEARCH



ABOUT ZHUHAI



MAP



LAX
Los Angeles World Airport

10:54 10/31/2018 73°F

Welcome to
Los Angeles International Airport

EN ES

Departures 14:00-15:00	Arrivals	Lounges
Dine	Shops	Services
P Parking & Ground Transportation	Relax	

74°F

Need information about
your flight?

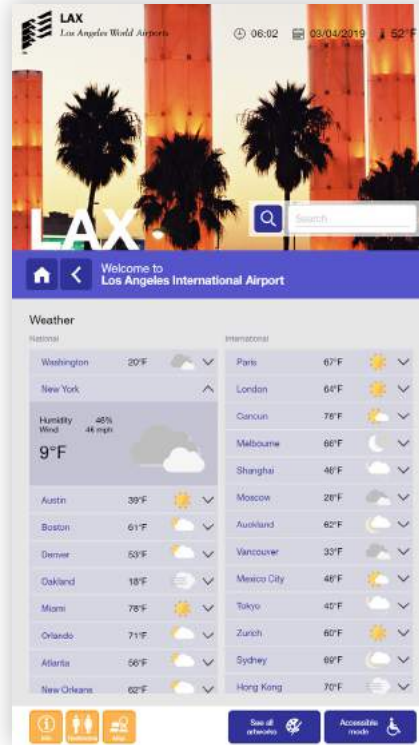
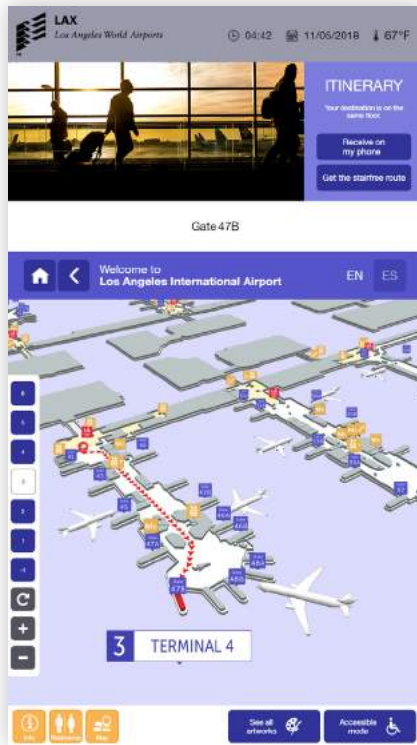
PREPARE TO BOARD
YOUR AIRCRAFT FROM
ON BOARD MEANS
TO FIND YOUR GATE

CHECK YOUR FLIGHT SERVICES

Useful links
Accessibility

LOS ANGELES AIRPORT (LAX)

Los Angeles (USA), 2018





BOLOGNA AIRPORT (BLQ)

Bologna (Italy), 2015

The screenshot displays the Bologna Airport website interface. At the top, there is a navigation bar with a home icon, a search bar, the airport logo, and the current date and time (Tue, February 26th, 3:31 AM PM) along with language options (En, It). Below the navigation bar, there are two tabs: "Departures" (selected) and "Arrivals". The "Departures" tab shows a table of flight information.

TIME	ESTIMATED TIME	DESTINATION	FLIGHT NUMBER	AIRLINE	GATE	STATUS
09/29/2015 - 15:10	15:10	LONDON LGW	EZ7690	EASYJET AIRLINES	18	Stated
09/29/2015 - 19:30	19:30	HAMBURG	EZ3476	EASYJET AIRLINES	0	Planned
10/01/2015 - 10:00	10:00	HAMBURG	EZ3476	EASYJET AIRLINES	11	Planned
10/01/2015 - 15:10	15:10	LONDON LGW	EZ7690	EASYJET AIRLINES	19	Planned
10/01/2015 - 17:00	17:00	PARIS CDG	EZ3840	EASYJET AIRLINES	9	Planned

To the right of the flight table, there is a promotional banner that says "SCAN YOUR BOARDING PASS OR YOUR PHONE TO FIND YOUR WAY" with an image of a smartphone and a boarding pass. Below this banner is a form to "ENTER YOUR FLIGHT NUMBER" with an example "EX: FR0001" and a "Submit" button.

At the bottom of the page, there is a navigation menu with several icons and labels: "Map", "Check-in & Gates", "Services & Facilities", "Shops & Restaurants", "Parking & Transports", "Suggestions & Complaints", "Be social", and "Flights information". There is also an accessibility icon showing a person in a wheelchair.



COPENHAGEN AIRPORT (KASTRUP/CPH)

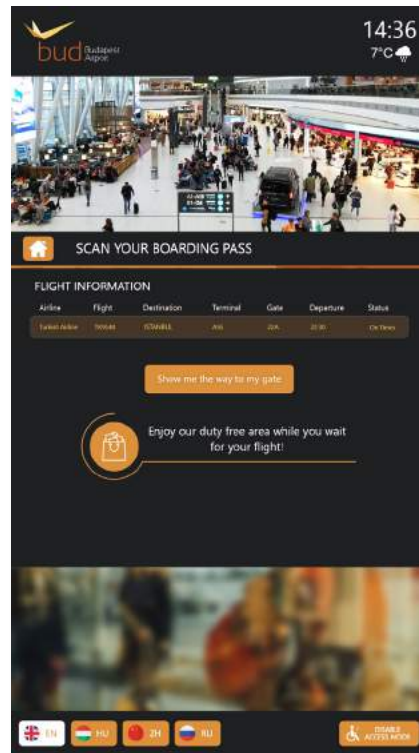
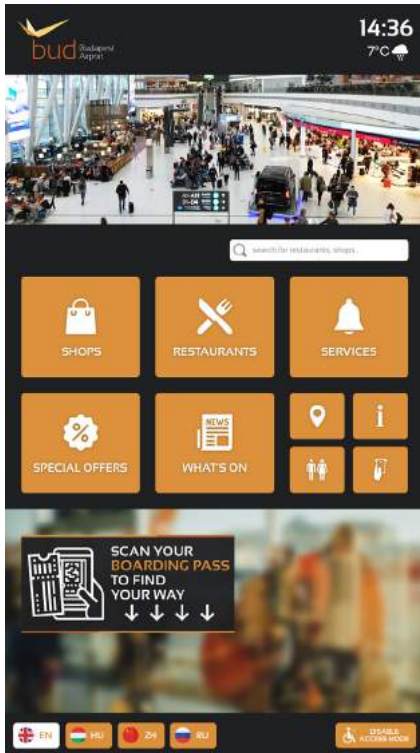
Copenhagen (Denmark), 2018





BUDAPEST AIRPORT (BUD)

Budapest (Hungary), 2020



FOR ANY FURTHER INFORMATION




MADE IN FRANCE

www.viadirect.com

