360 Degree
Airport Communication Experiences.

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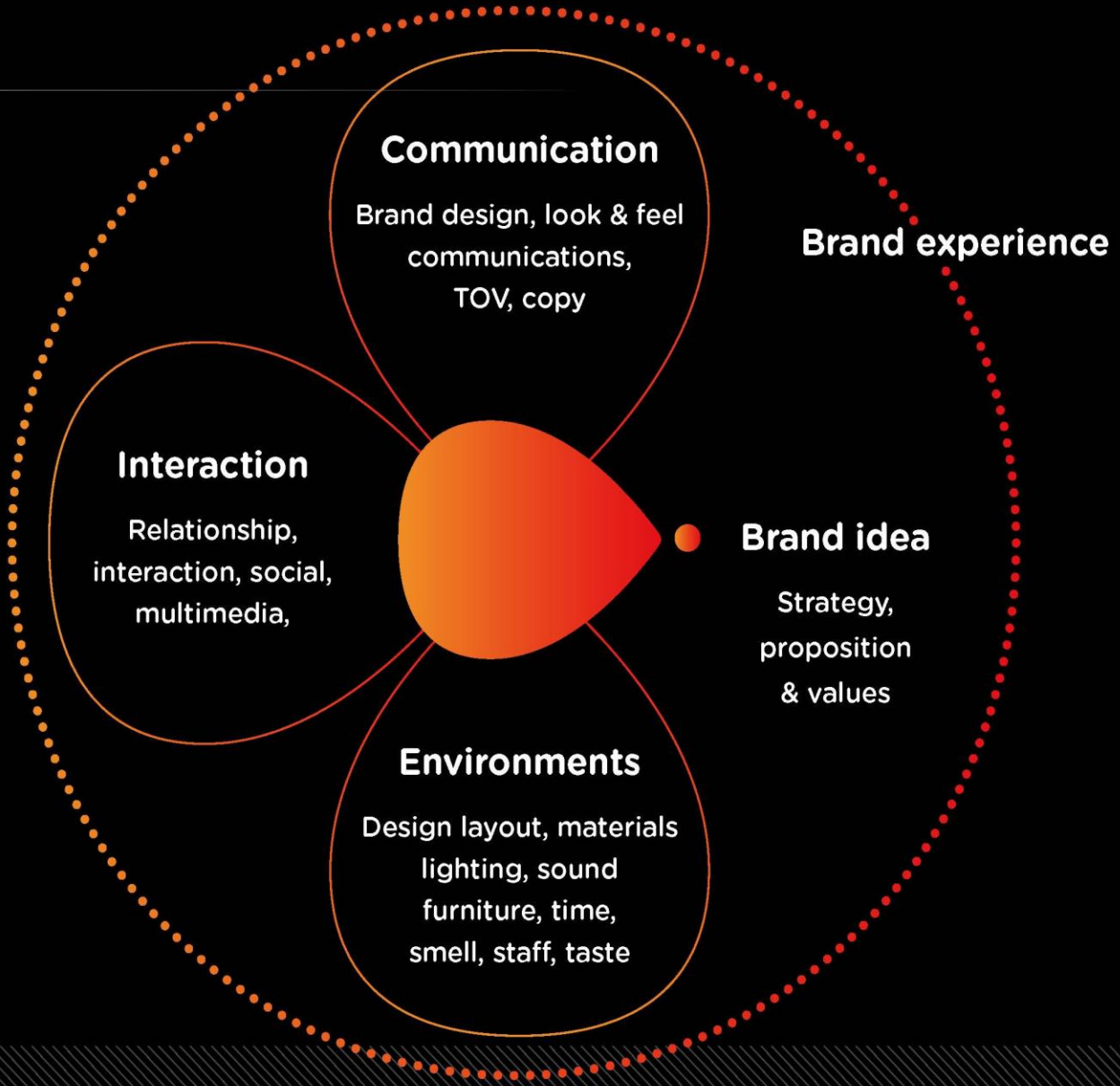
What?



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virgin atlantic

virgin america

Virgin
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HOLIDAYS
We're moving up

america

The best
HOLIDAYS

U

PREMIUM ECONOMY
economy
UPPER CLASS

UPPER CLASS

america

Say hello to TiVo

South Africa

SO I'D SIT TO MY SEAT
IN PREMIUM ECONOMY

Good looks
and brains

If we use our time well there are 115 ways our customers can do the same.
Love every second

Virgin Galactic

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Dubai Airports

Dubai Airports
Connecting the World

Dubai International

Dubai World Central

Cargo & Logistics

Executive Services

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Beijing store

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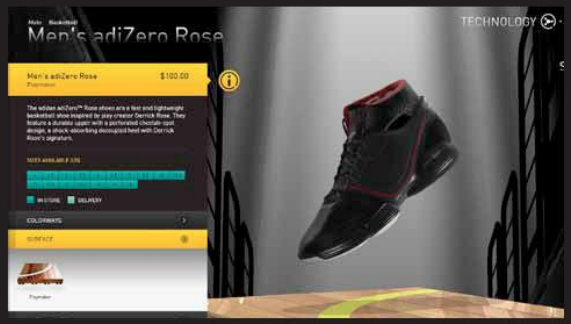
adidas Virtual Footwear Wall



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LOCAL MAN'S BUSINESS TRIP

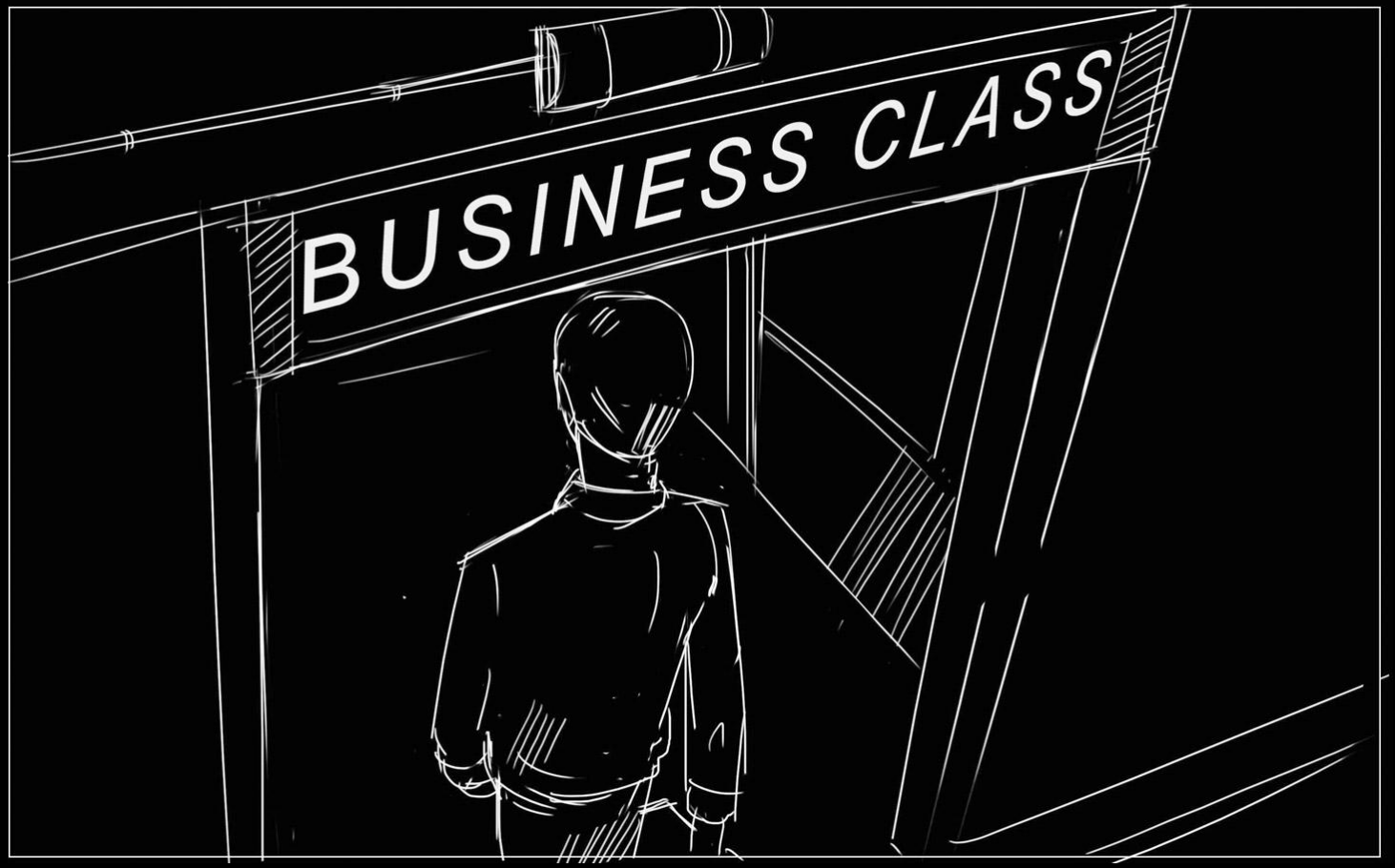
CFO of a large computer
Frequent flyer, uses DA a few times a month
Lived in Dubai all his life, married with 2 children
Wife loves luxury fashion; he also likes what luxury brands offer
Drives an Aston Martin, wears Prada suits, collects watches
Thinking of buying a yacht
Embraces technology and enjoys the benefits of a connected life

John is at work

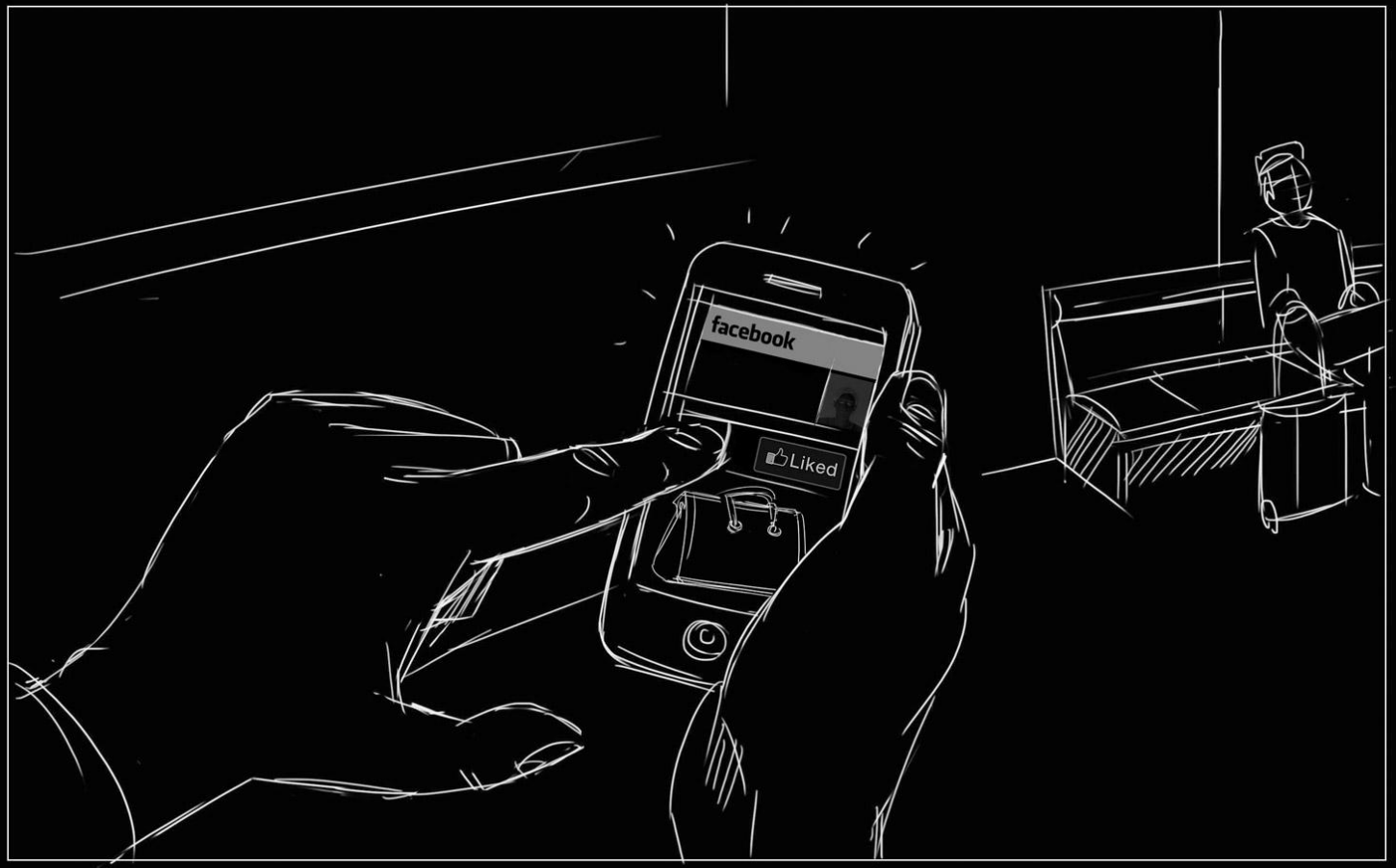
Flight details auto upload onto airport app

Checks out the “What’s new” section

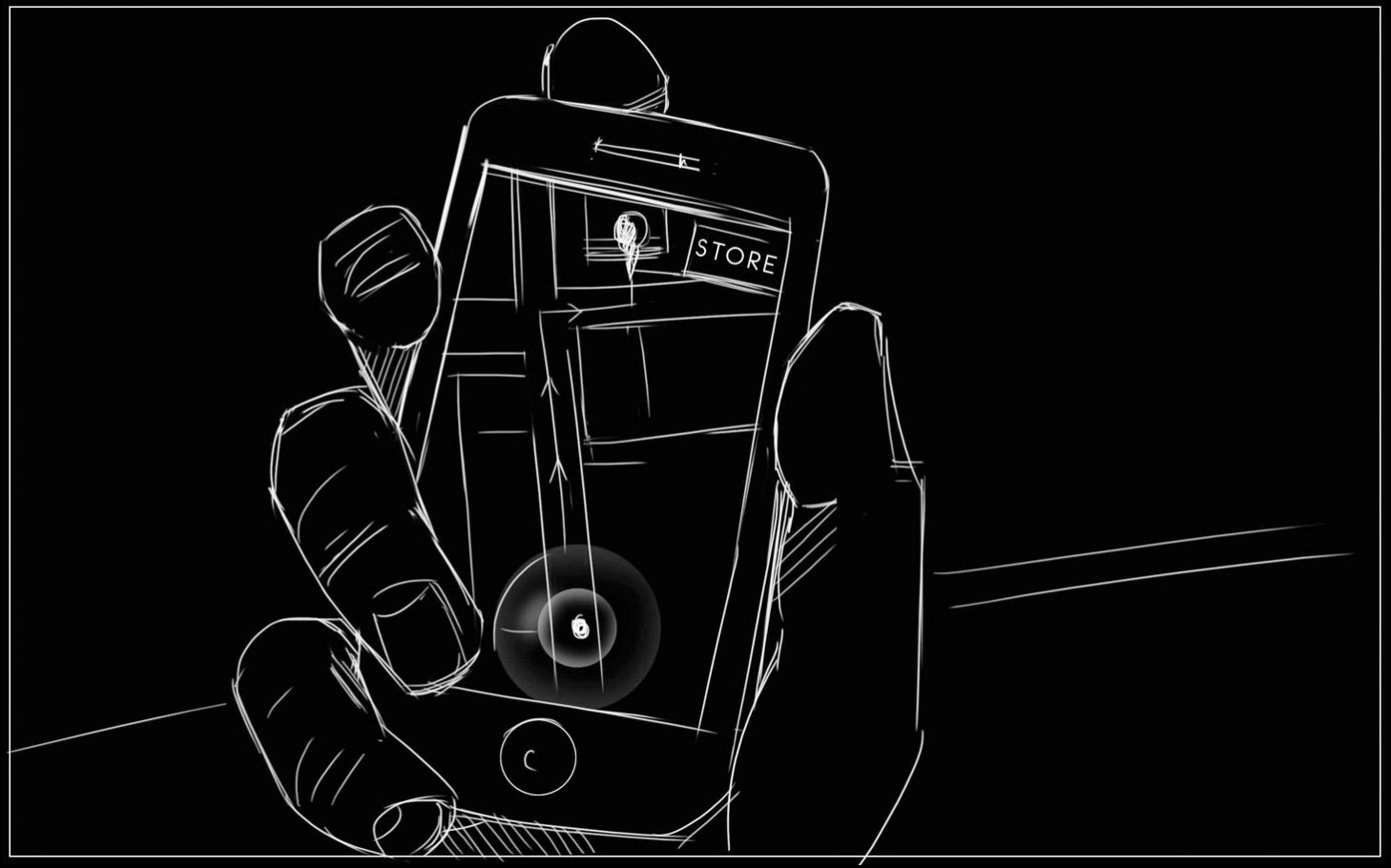
Phone alerts concierge– he’s welcomed by name



Passes through Business Class into retail area.



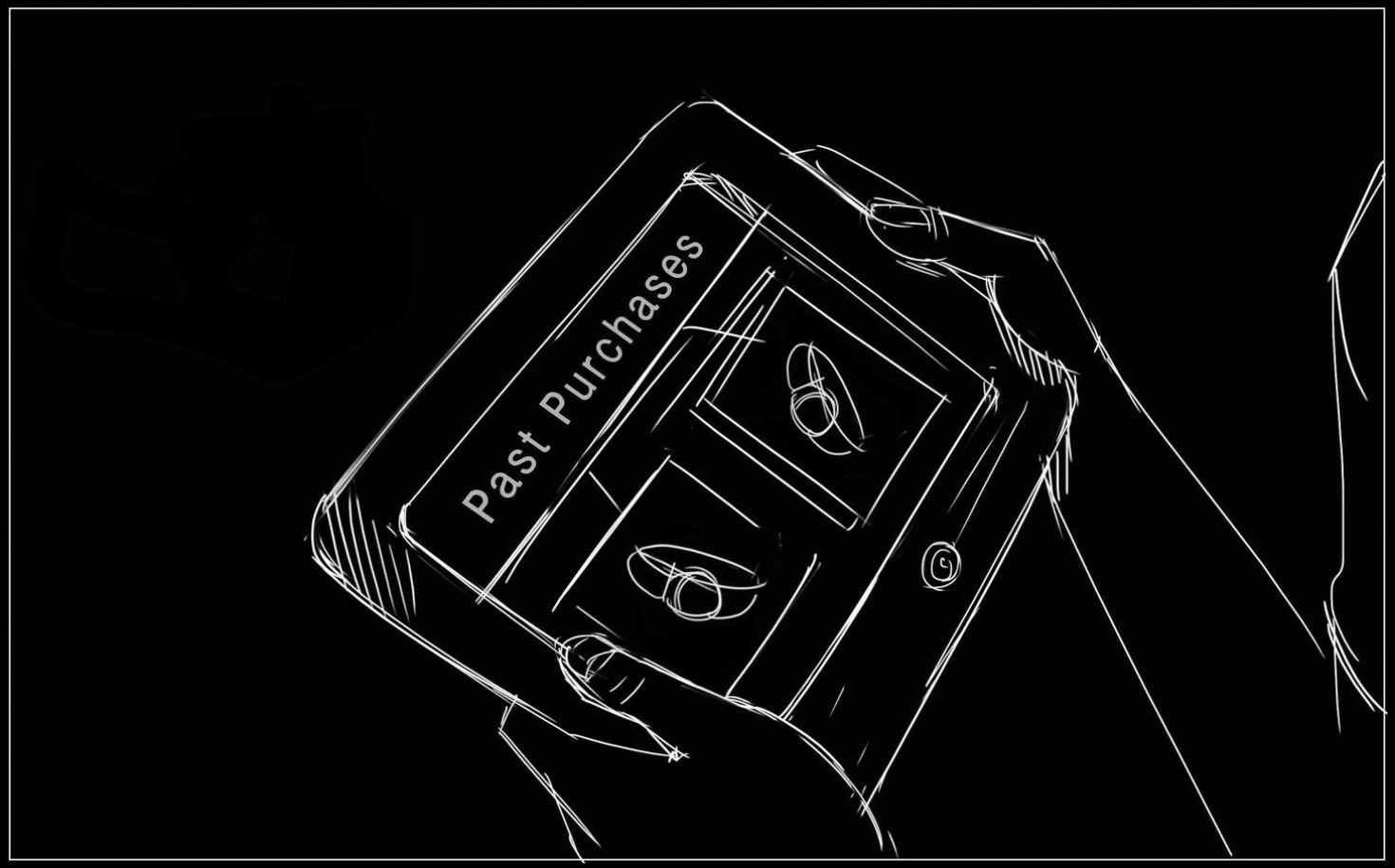
The coat his wife “Liked” is in stock



He’s shown directions to the store

Given 2 options; order for delivery, or buy now in airport

He sees an ad for new watch collection by Rolex

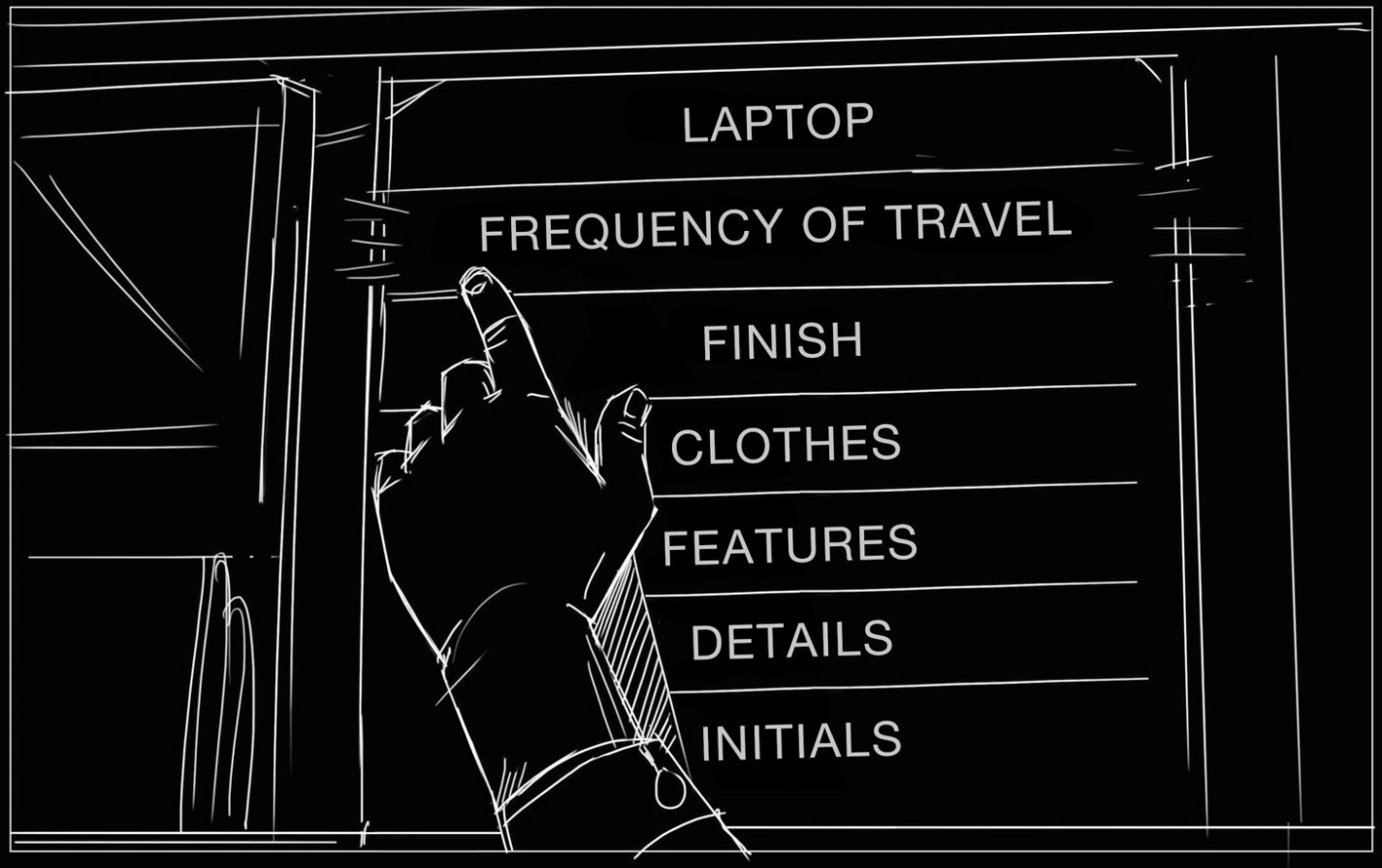


Guided to the store, he tries on and buys

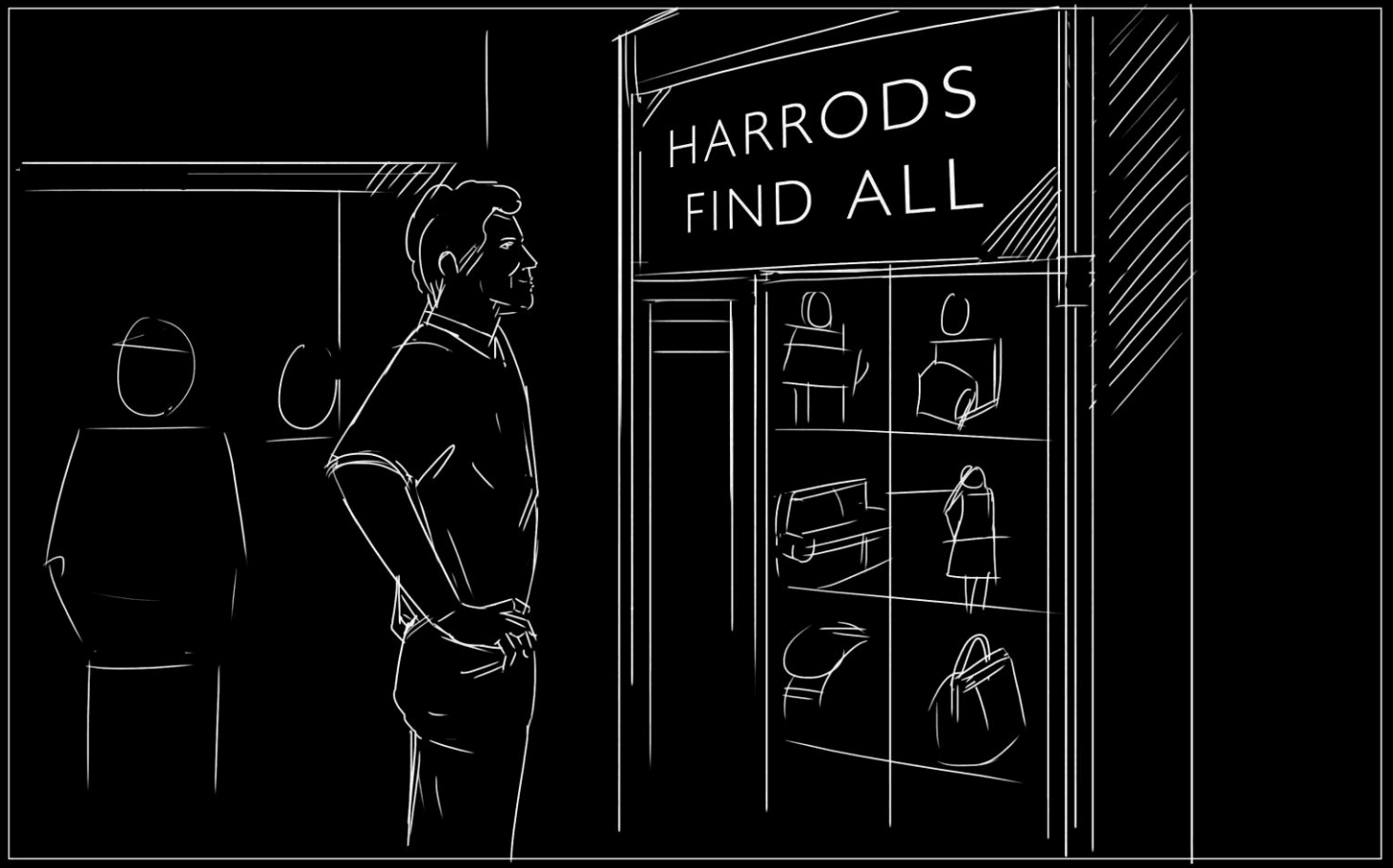
Guided to the store, he tries on and buys

Pays via staff tablet

Browses a new luggage range you can personalise

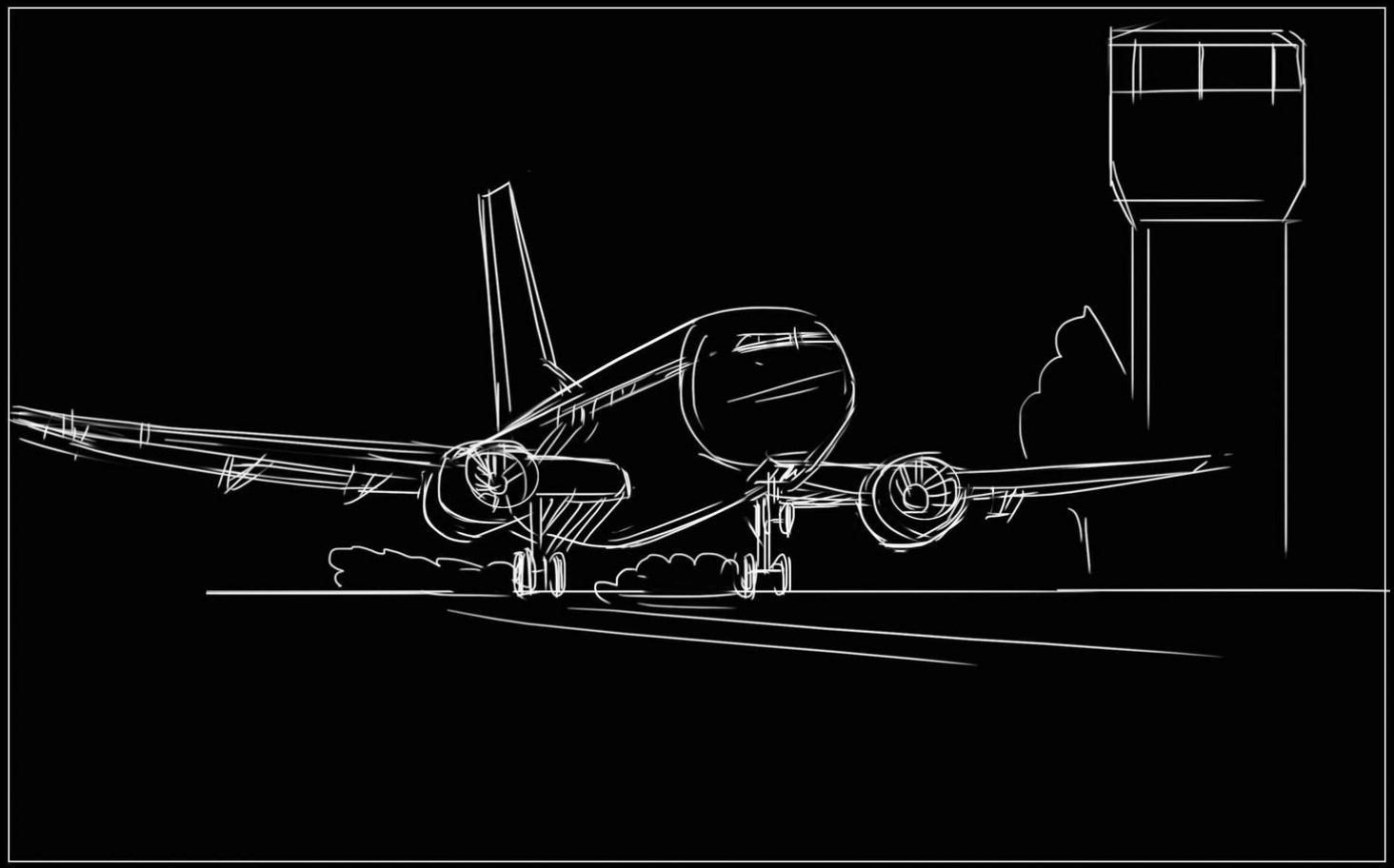


Personalises luggage and orders for home delivery



He enters and sees wall so can access all range

Wall detects product he is looking for and shows him where is is.



He fly's to San Fran

When he arrives back has an invitation to a Rolex event at the yacht club

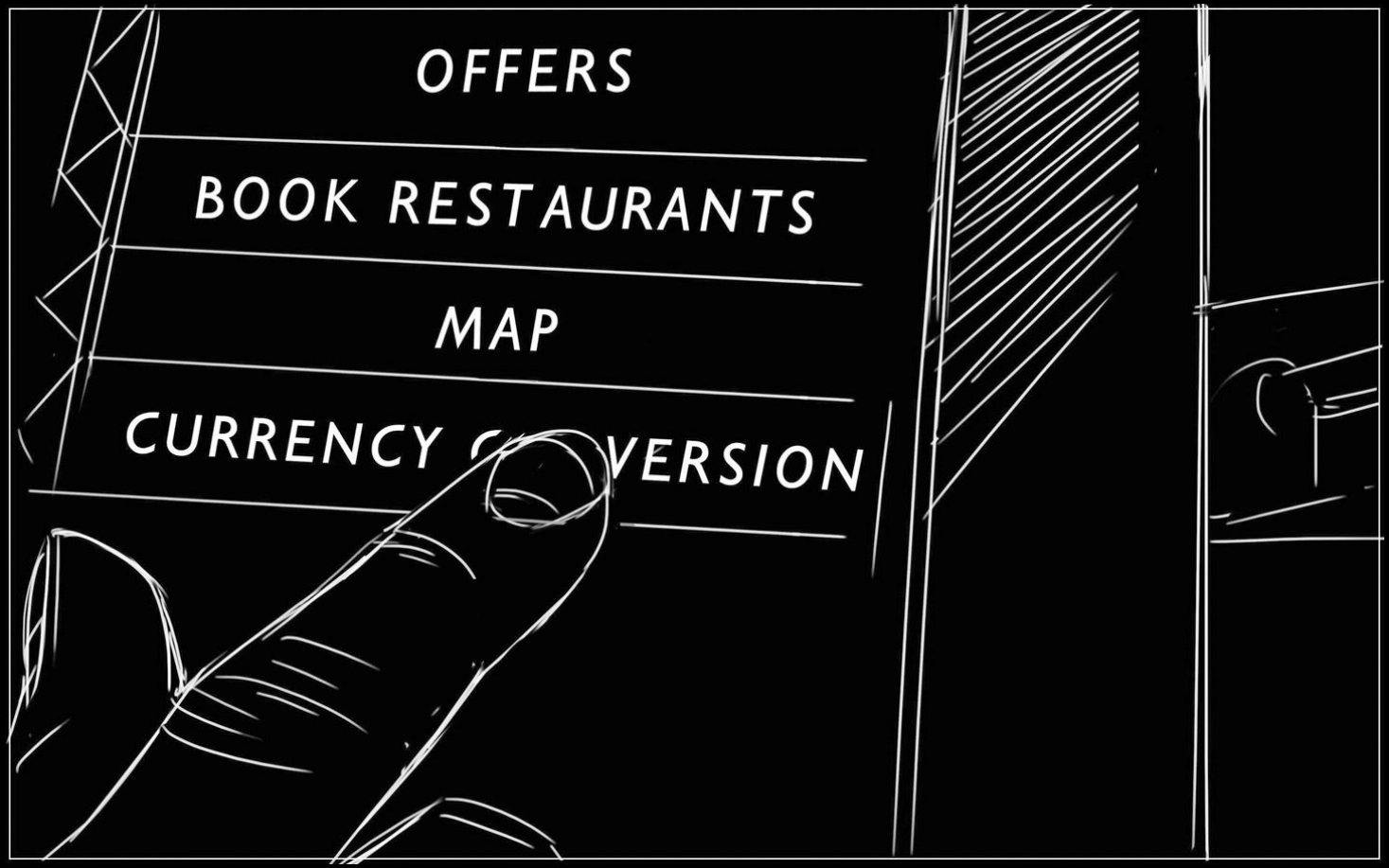
And his bag is delivered

FAMILY STOP OVER VISIT

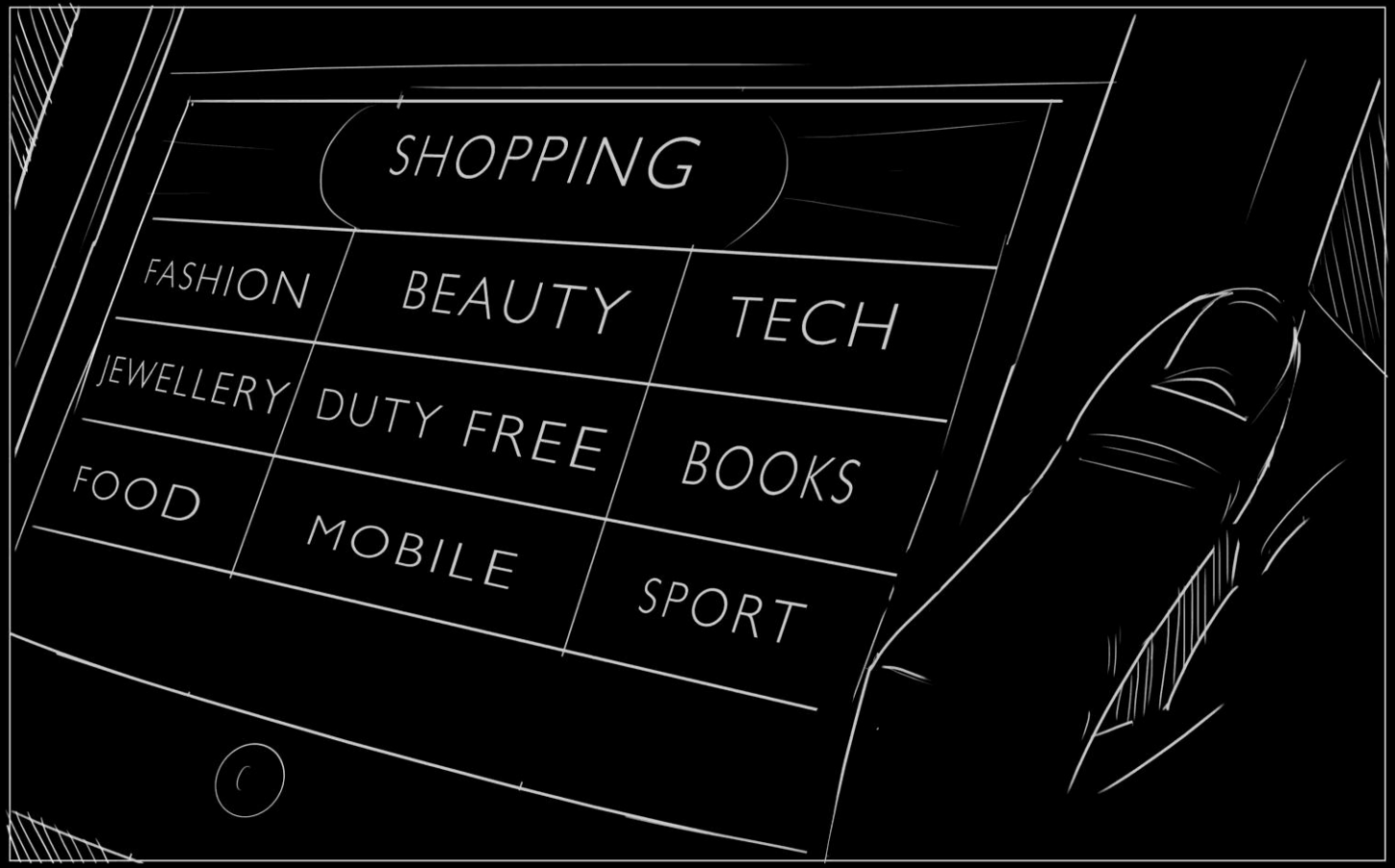
Live in UK
Married with 2 children, aged 11 and 15
Fly once or twice a year
Unfamiliar with DA
On way to Hong Kong
3-hour stopover in DA

E-tickets arrive with app promo

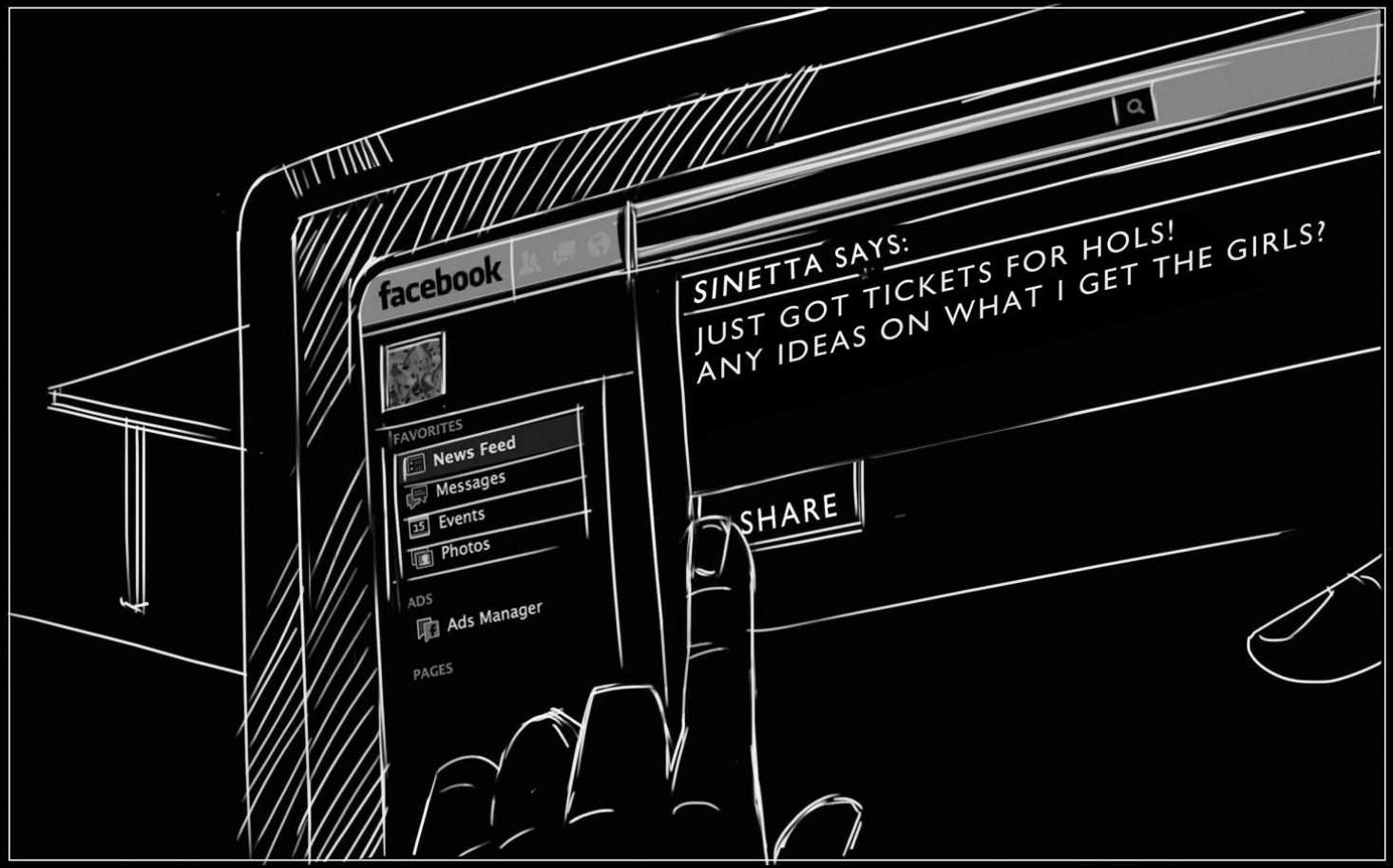
Downloads app and inputs personal and flight details



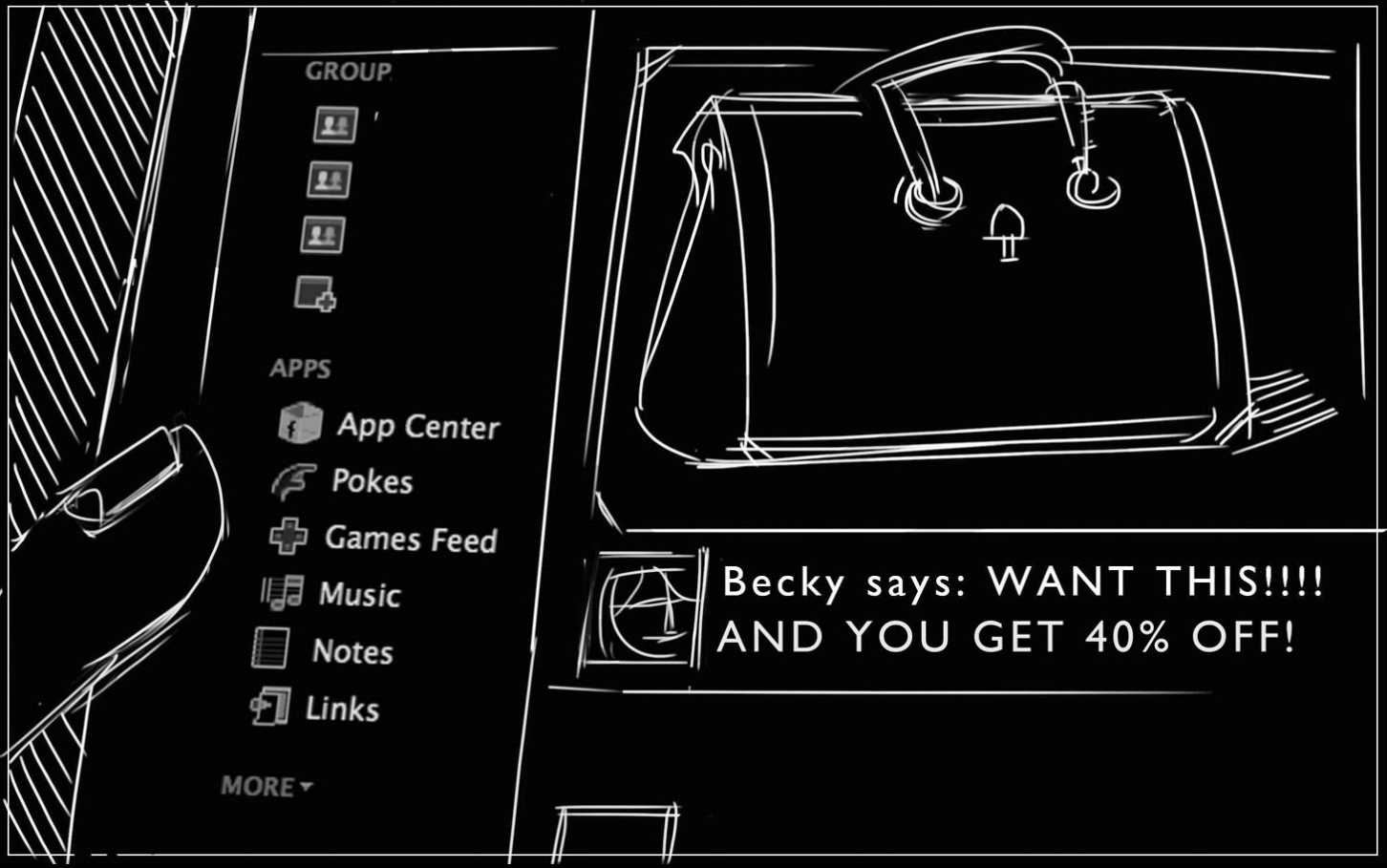
App guides her through what it can do



She sees all the options available



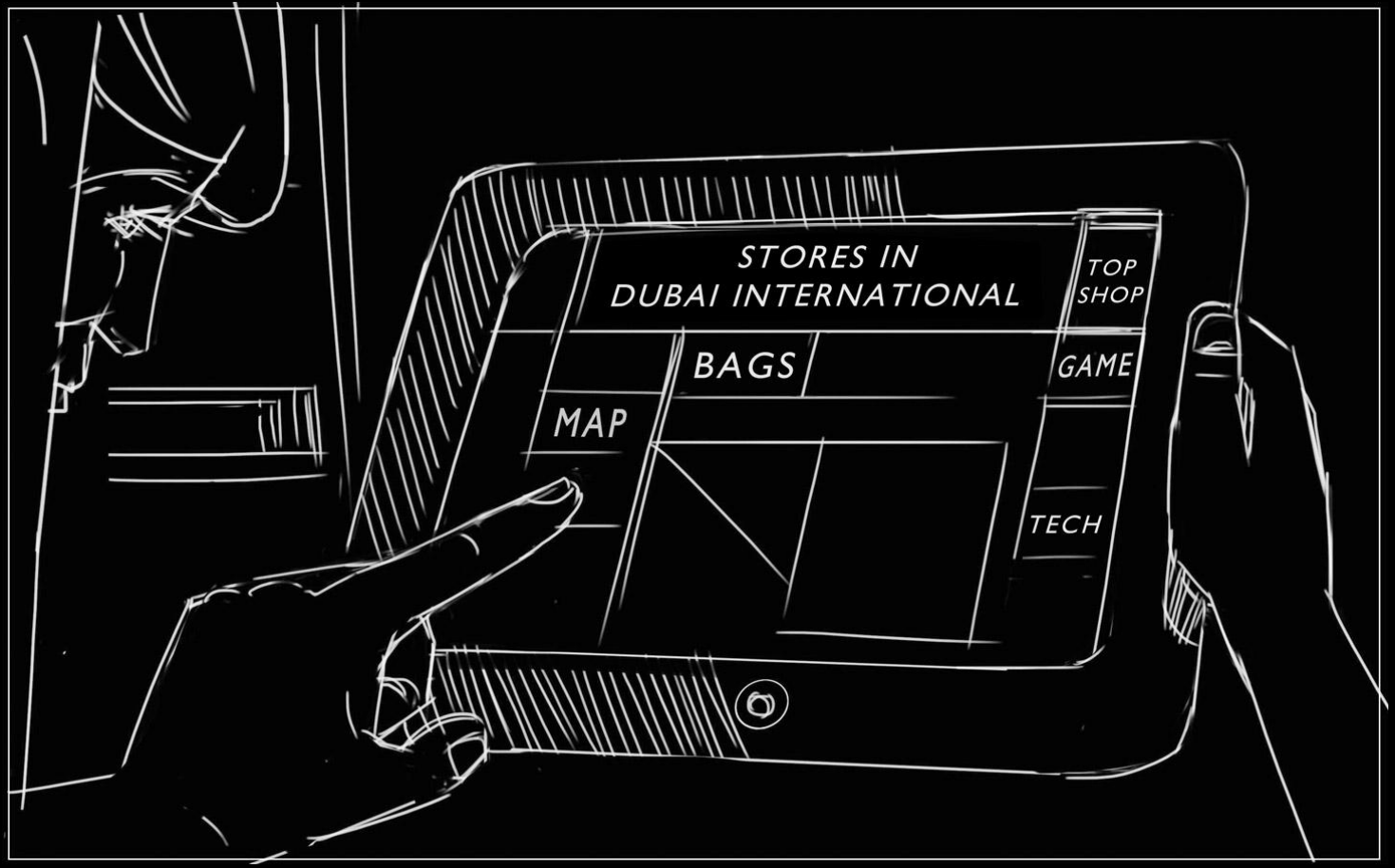
Shares news of family trip on Facebook



A friend posts a picture of a new Mulberry bag

Searches the DA app – the bag's available

He browses for a new camera for the family holiday

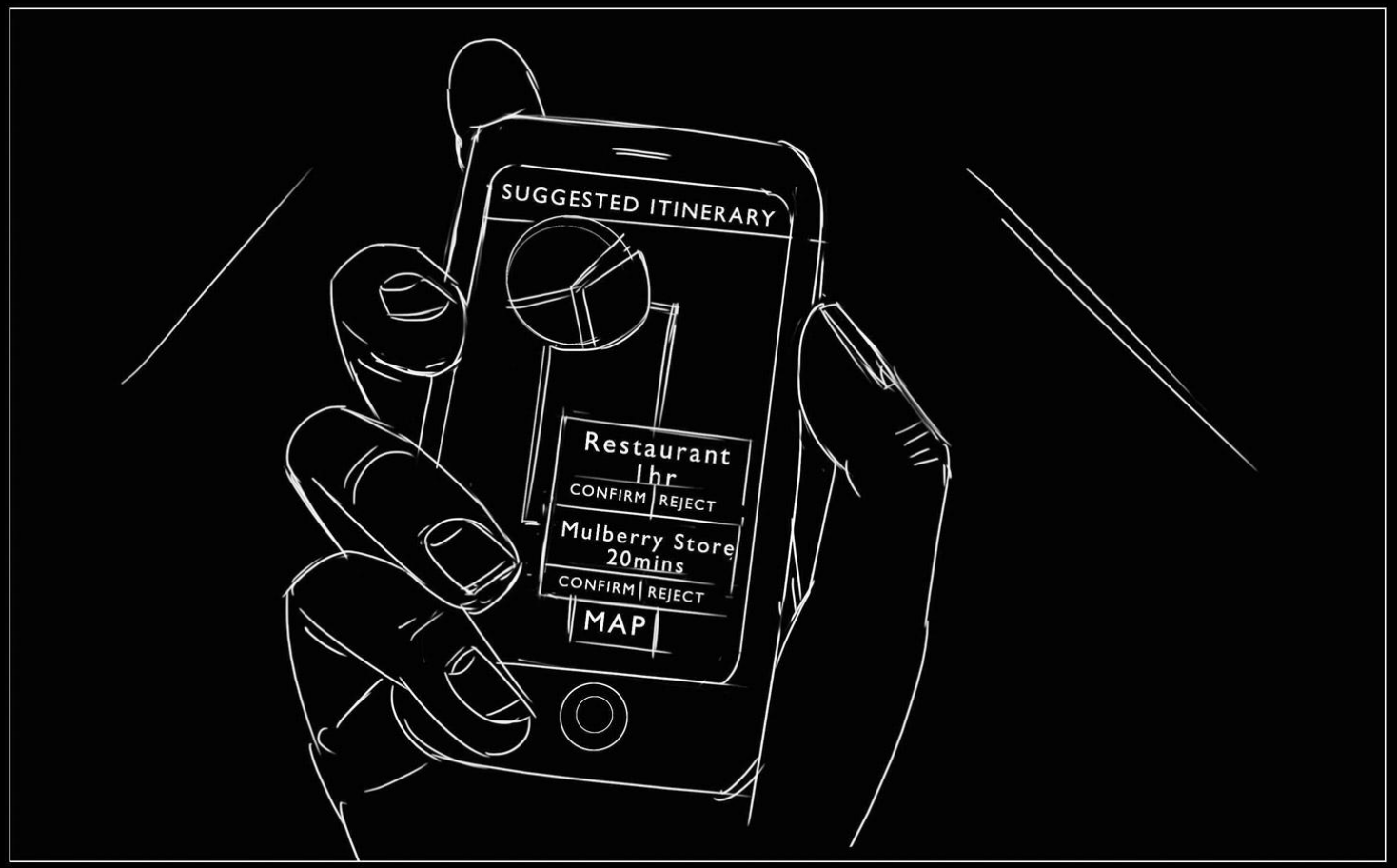


They check out shops for son (gaming) and daughter (fashion)

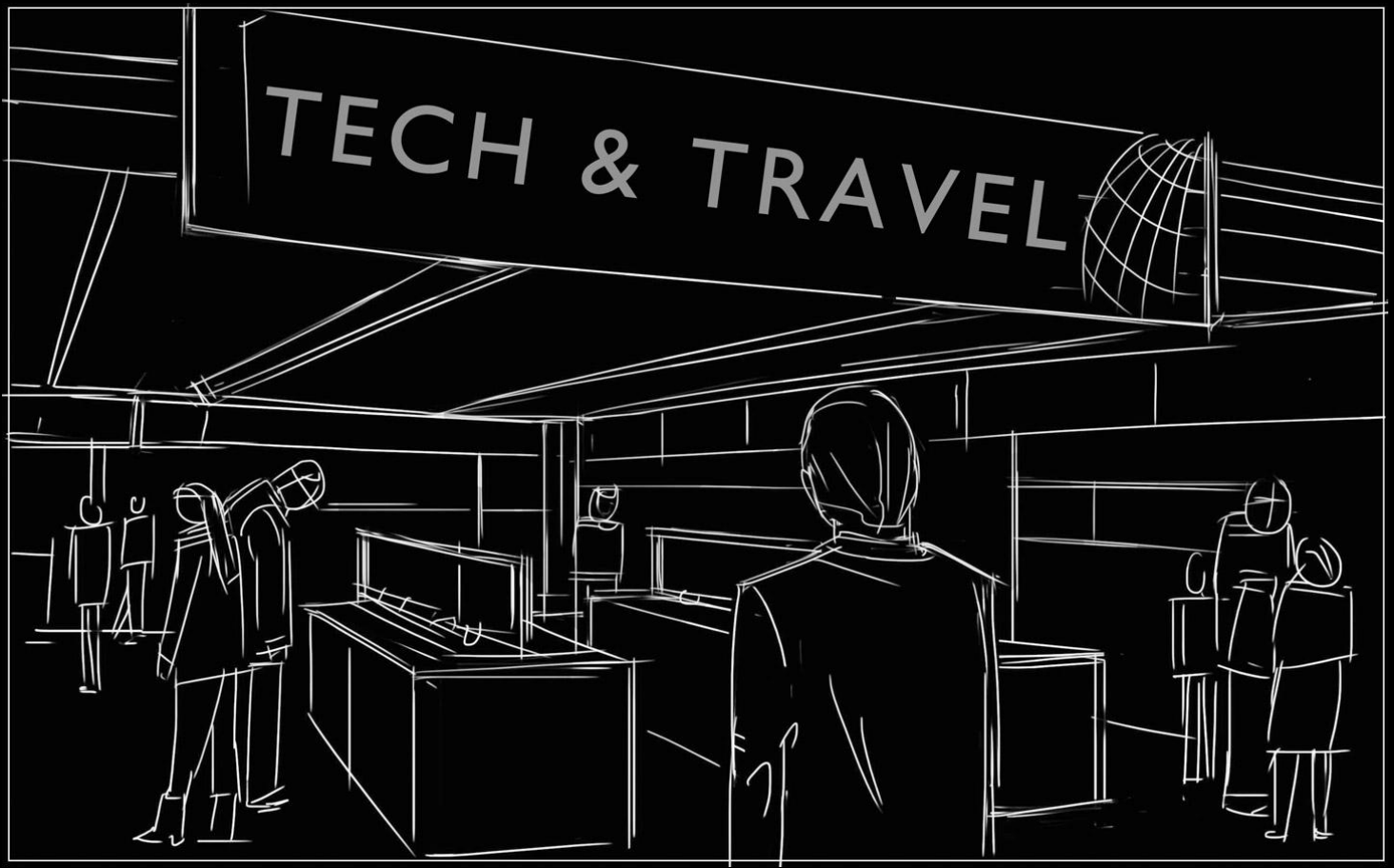
And for restaurants near to their gate

They select their individual food choice for delivery

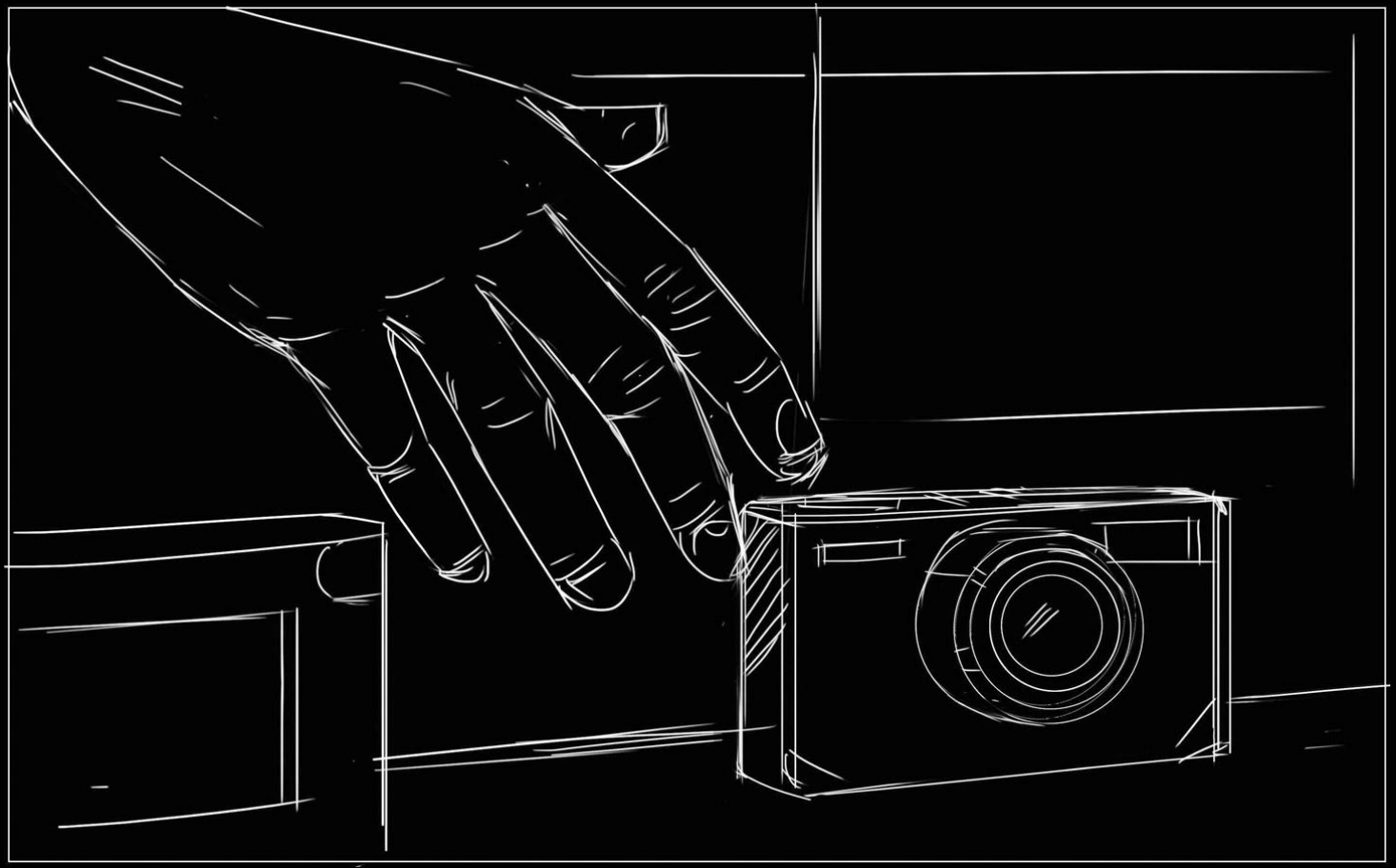
App locates her as phone picks up 4G



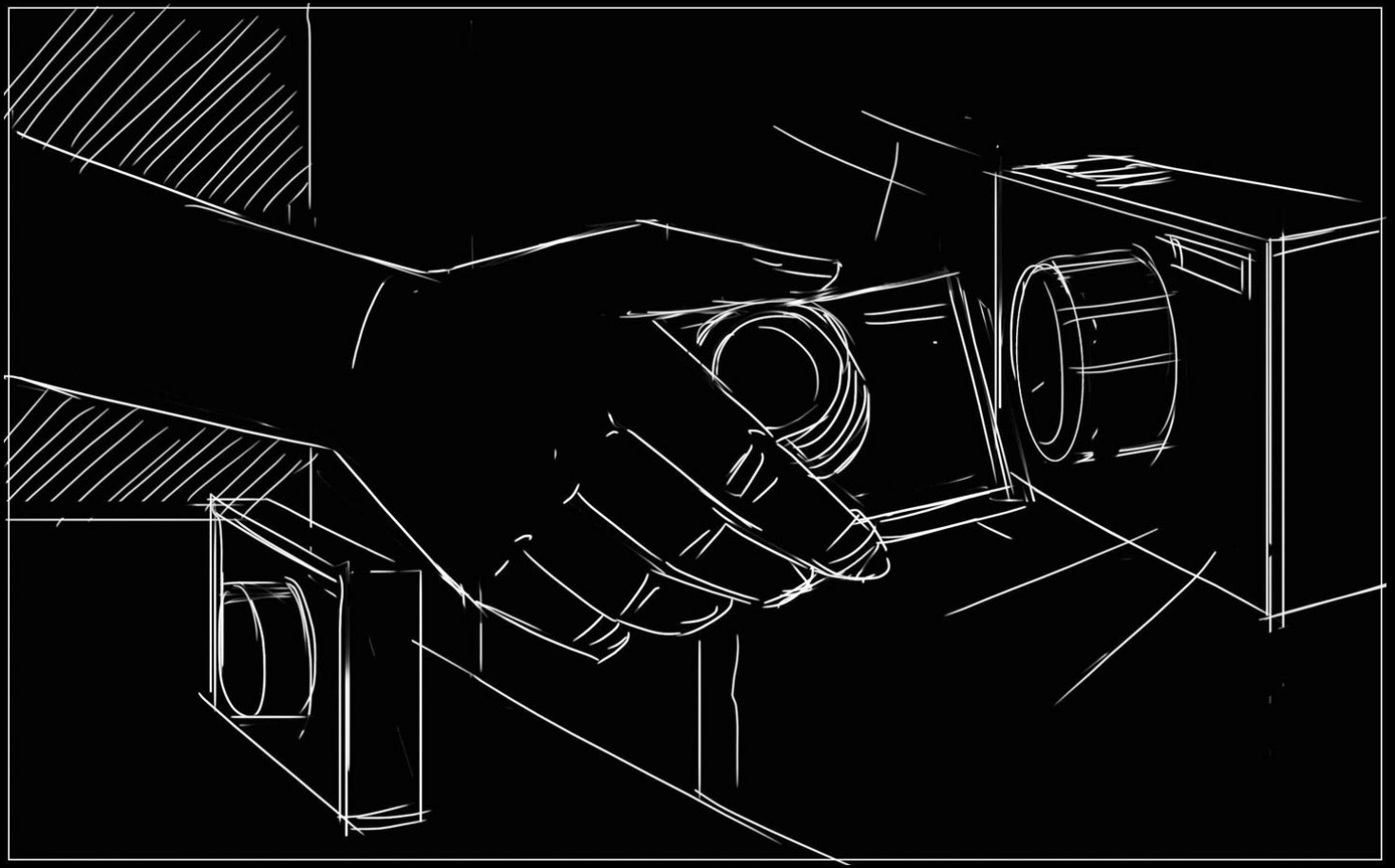
Recommended itinerary and countdown timer appear



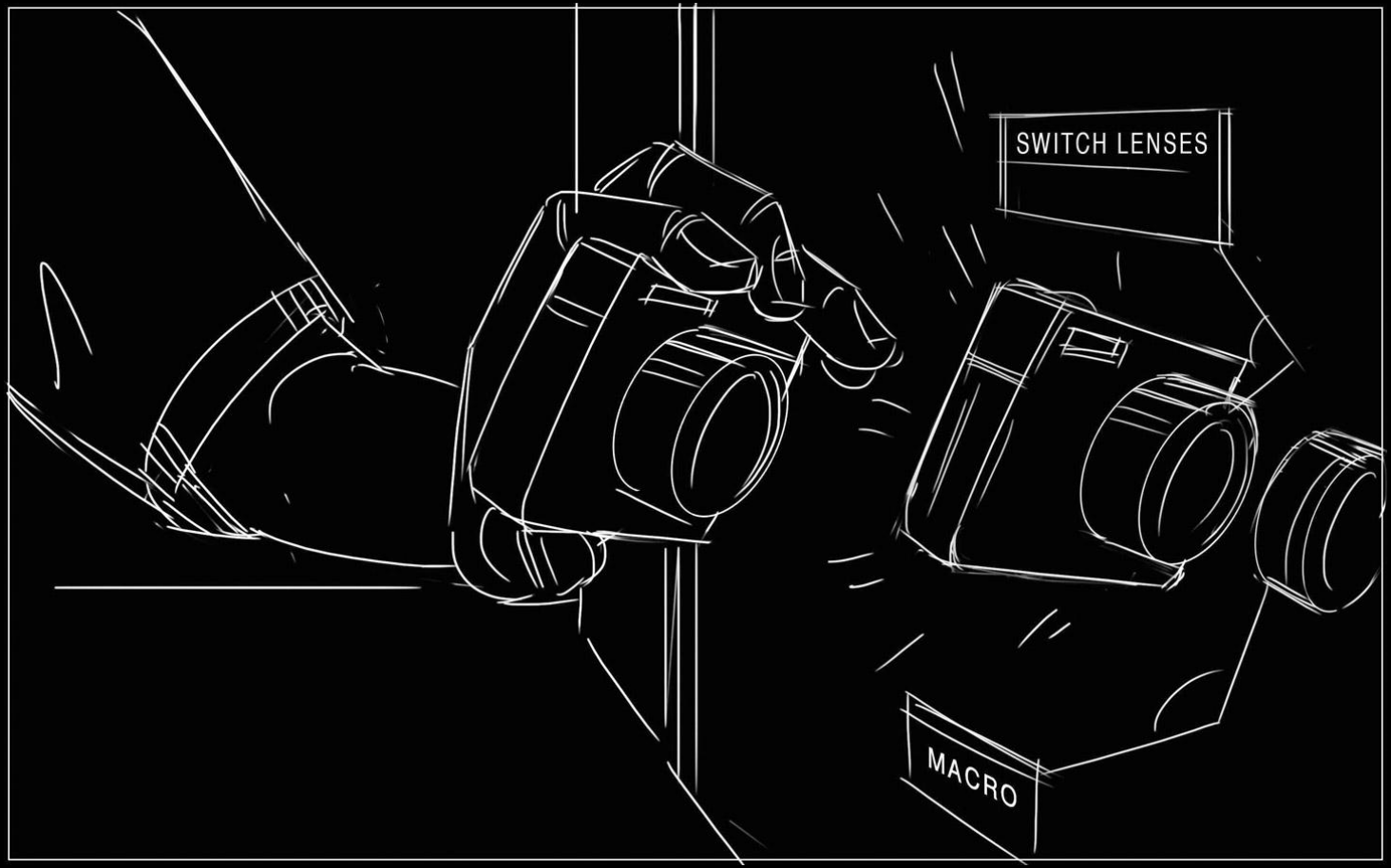
He enters tech store to look at cameras



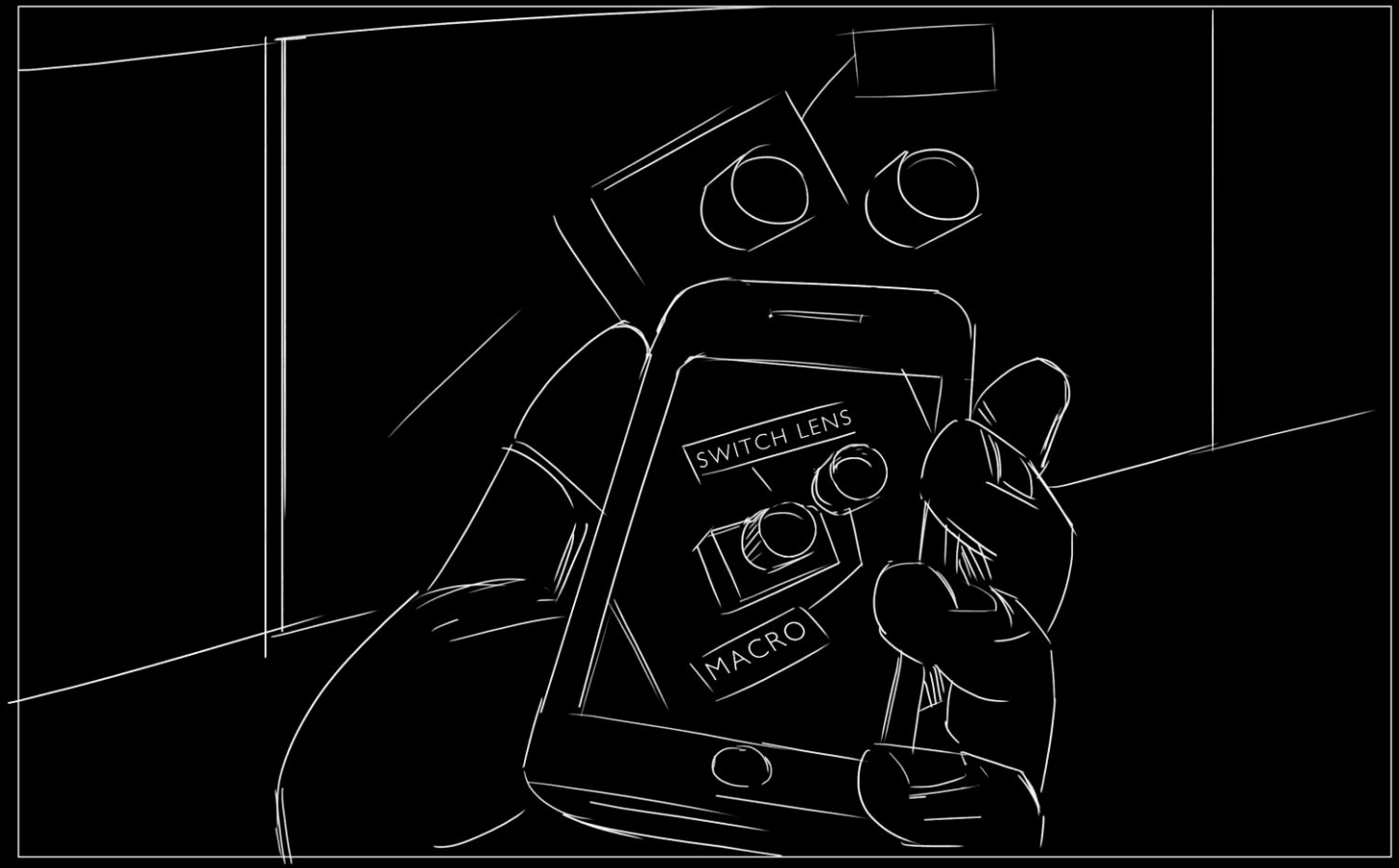
Holographic display appears as he picks up camera



Holographic display appears as he picks up camera

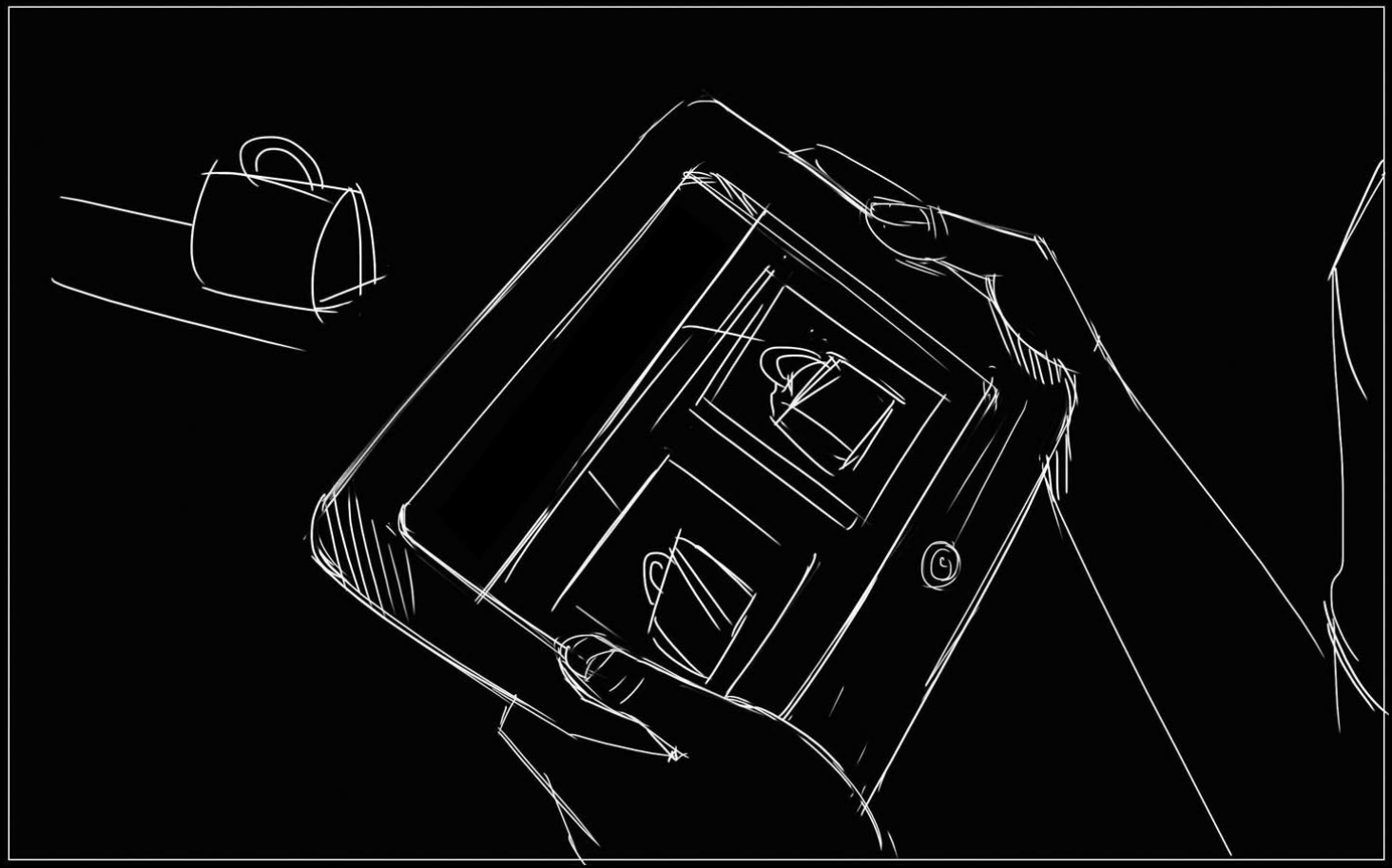


Hologram explains functionality of features as he touches them

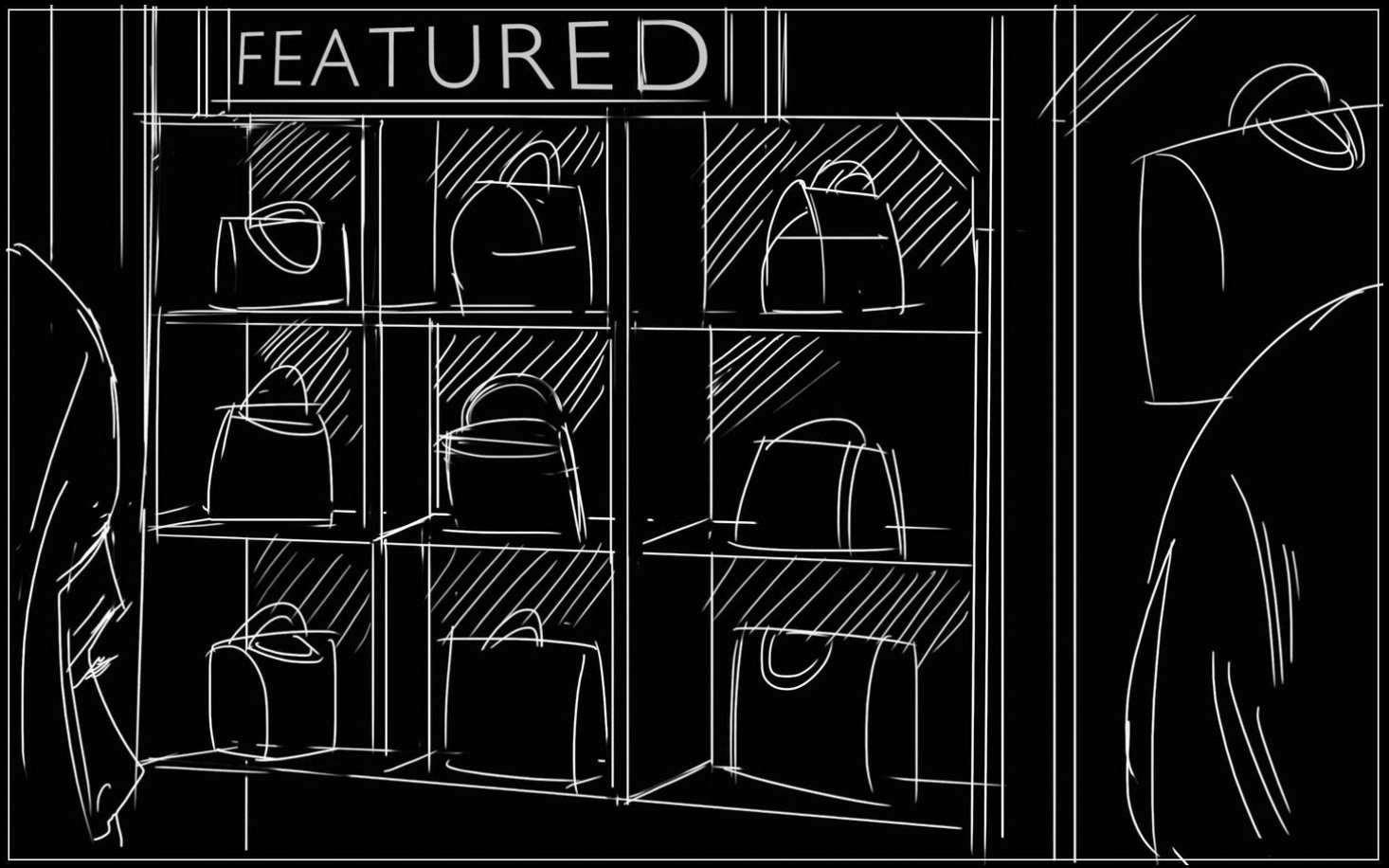


The interactive transfers to his phone

She’s greeted warmly – The assistant knows who she is



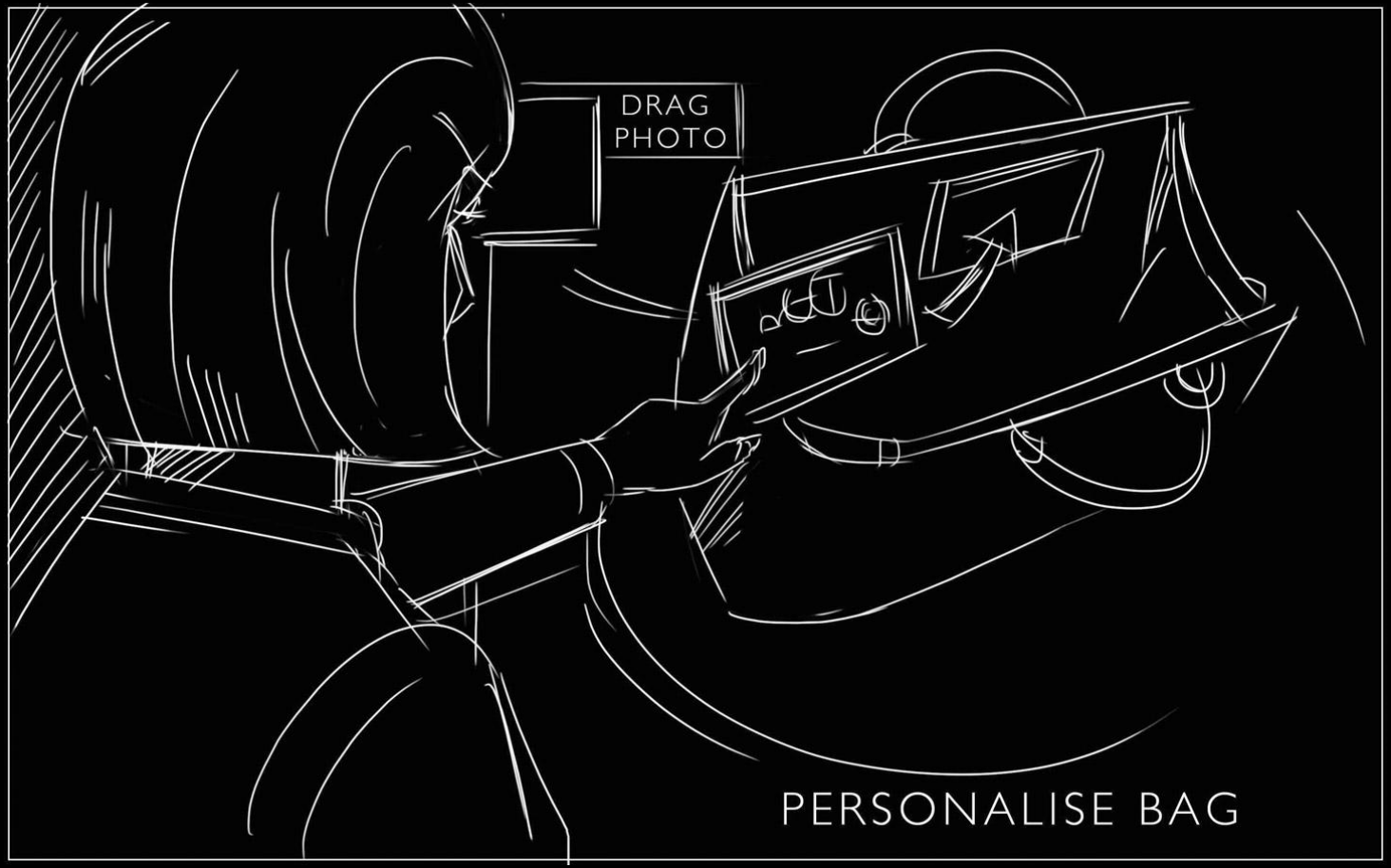
She’s greeted warmly – The assistant is aware of what she is interested in.



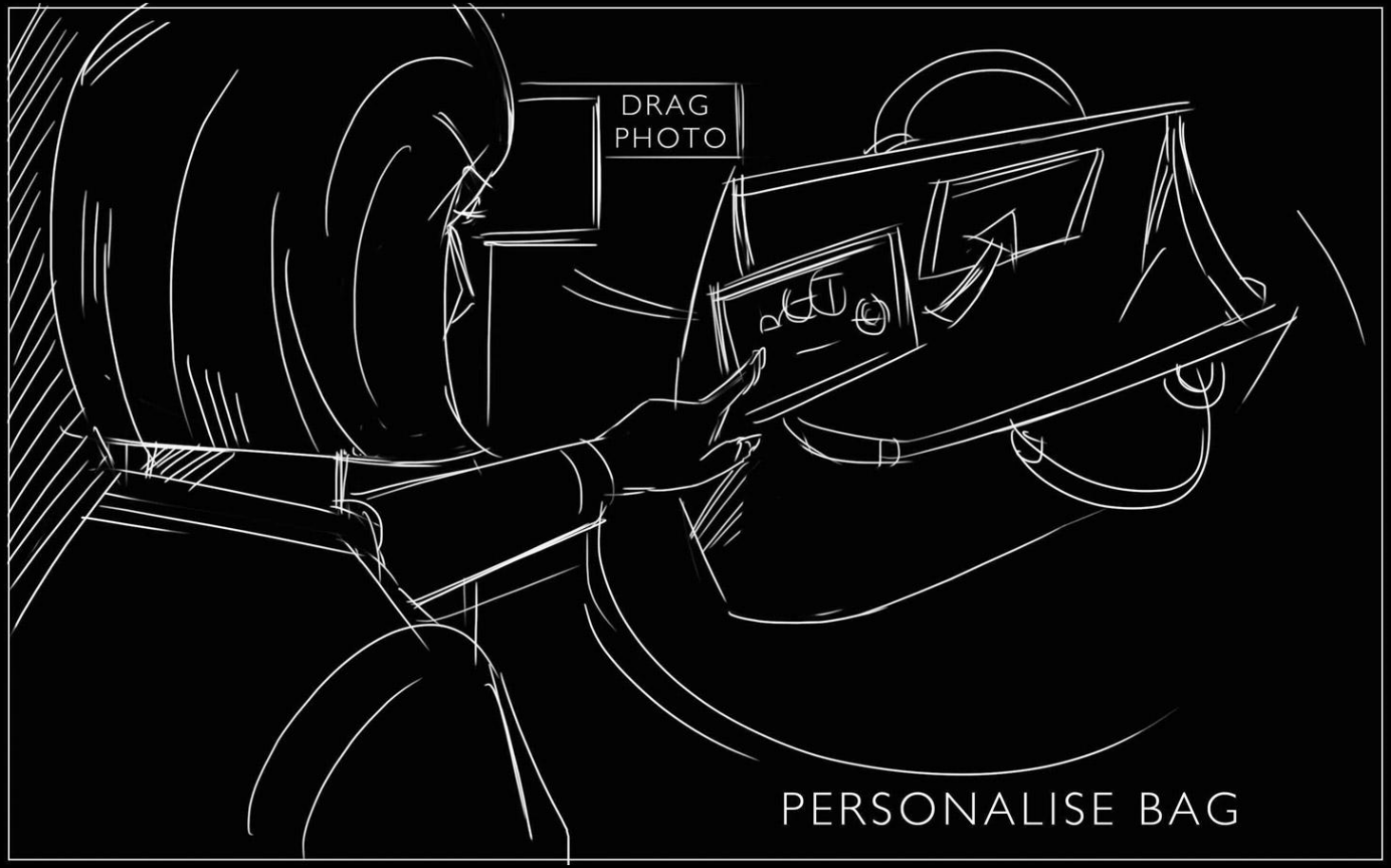
Notices the new bag collection on feature wall

The QR code tells her the designers story

She personalises the bag



She personalises the bag by dropping an image in to be embroidered in.

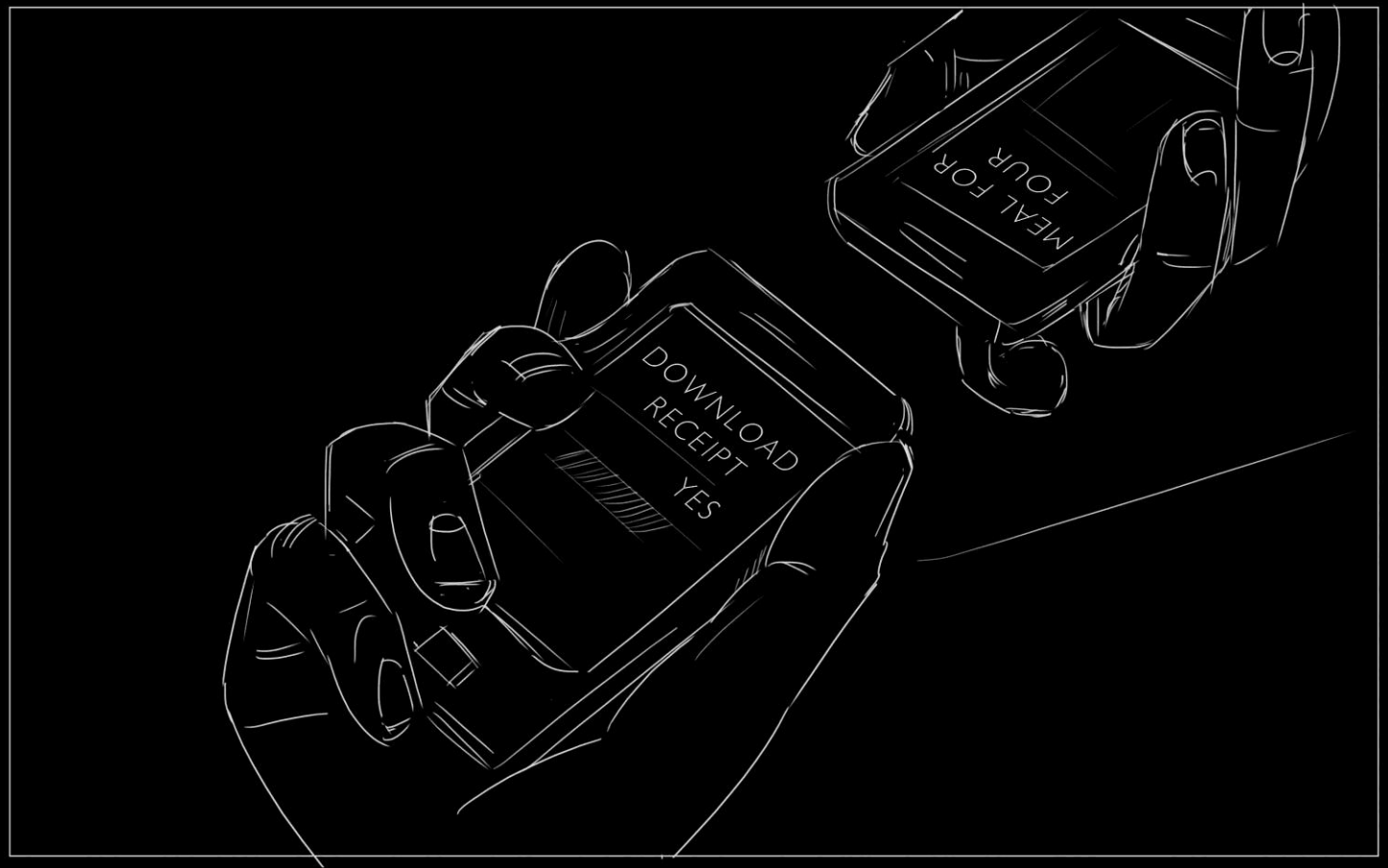


Orders it for delivery to hotel in Hong Kong

She needs a pair of sunglasses

Directions and suggested routes to sunglasses retailers

They have meal delivered



Payment via NFC

Leave for Hong Kong

On plane she is invite for a facial on return stop over to push return planning

The End