

PASSENGER TERMINALWORLD



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EVACUATION
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BUDAPEST
The new passenger hall has transformed the airport

Bob Jooren, project manager at AviaVox, explains how the company's intelligent artificial voice systems are expanding across the world

Where in the world does the company operate?
AviaVox is a leading provider of intelligent artificial voice systems for airports and airlines. We are based in the Netherlands but are active all over the world. We have a very strong position in our home market, which is western Europe. For instance, in Poland and Portugal our systems are gradually becoming the default standard. We are also very well represented in the Middle East region, with airports such as Kuwait, Cairo, Doha and, more recently, New Doha and Al Maktoum International in Dubai Jebel Ali. We also work with Moscow Sheremetyevo and New Delhi.

Tell us about any new products the company has recently developed.

AviaVox has extended its range of products with the development of the AviaVox Information System (AVIS). This new system informs passengers about the actual status of flights and about other important information at an airport. The new device is a combination of an interactive voice response system (IVR) and a system that dynamically generates automatic announcements of actual flight information in multiple languages. The system interfaces with the airport's operational database and retrieves real-time flight data and other information for passengers and 'greeters'.

At the moment the product is already in use at Genoa in Italy and at Cardiff in the UK, and we are also working on the implementation at Lisbon, Portugal.

What feedback have you received?

We have had very positive reactions, not only from the clients, but also from the end users, the callers. The information presented to the caller is accurate, in real time and can be provided in multiple languages. In this way, the caller is always given high-quality and understandable information.

How do you plan to improve your product range?

Our phoneme technology is of such high quality that improvement has to be found in little tweaks and tuning on that side. The major improvements are more focused on the content and then specifically the expansion of the languages offered. We therefore will soon have four new languages added to our current phoneme base of 14 languages. These will be North American English, Mandarin Chinese, Japanese and Korean. Next to that, the development of languages is customer driven. When a number of customers share a common need for a particular language, that will prompt the inclusion of other languages, such as Turkish.

What are your plans for the future?

In terms of geographic expansion, AviaVox has a master plan to gradually expand the business on a global scale. The main markets we operate in at the moment are western Europe and the Middle East, but we have already made the first steps further east, with projects such as Moscow Sheremetyevo and New Delhi.

We have also recently crossed the Atlantic Ocean Future Travel Experience 2011 held in Vancouver on 5-7 September. The Americas and Canada are an important market for AviaVox and this market can be served well as our systems are suitable for any airport with a passenger throughput of 150,000 to 100 million per year. The services for the airlines are so extended that we would be ideal partners for Delta Airlines, Continental/United and American Airlines. ■

Read the full interview at www.passengerterminaltoday.com



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Secret formula

The main goal for AviaVox over the next five years is to further improve its systems and services in the airport and airline industry. The company's philosophy is to continuously advance with a wider range of services that support the daily operations of its customers. It believes that offering systems and services at an acceptable price for any customer is the best guarantee for sustainable and steady growth.

spread the word



More than 205 million passengers listen to AviaVox announcements!

***Artificial Voice systems by AviaVox.
It's more than crystal clear!***

We integrate our speech system with your (existing) Flight Information System, Gates and PA-System, so that you can make announcements with high intelligibility in multiple native foreign languages. Contact us for a demonstration.

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