

Understanding how passengers think and feel is the first step to enhance unparalleled customer satisfaction, airport operational efficiency and return on investment.



BLUESTATS solution is non-invasive, non-threatening, inexpensive and very importantly, simple to install and use.

Airport data indicates that about 20% of all passengers carry Bluetooth enabled devices throughout the airport.

You decide where you position the sensors knowing that you are empowered to create your own automatically generated reports to match your airports requirements. At any time, you can change the location of the sensors and the structure of the reports.

You decide if you wish to look across your entire airport in real time with historical trending that shows one day, one week, one month or even many years of data. You will have the tool at your fingertips to better manage choke points, see dwell statistics by location and reveal your passengers' behavior patterns.


BlueStats can integrate with your existing video surveillance and other security systems to ensure that your current investment is maximized.

Improve efficiency

Accessing real-time information will optimize the current air travel process, enabling rapid deployment with the lowest total cost of ownership. Unnecessary costs in air travel operations can be avoided.

Enhance passengers' experience

Considering the importance of the customer experience at your airport, you need to acquire and analyze information about their movements and behavior. With immediate information in your hands, you will be able to engage your customers more responsively.

 enables the following:









-  Performance measurement capture
-  Schedule distribution of reports
-  Eliminate unnecessary costs in air travel operations
-  Improved operational planning
-  Reduced waiting time
-  Passenger journey analytics
-  Facilitate core airport processes
-  Monitoring of service level agreement



Figure 1: Plan of an airport



Switch2Blue

For Airport Management

Increase revenue

Accurate and specific information will and improve decision making on rental charges on shops and advertising charges for billboards. Non-aeronautical revenue plays an significant role in net airport profit growth .

 Switch2Blue enables the following:




-  Period comparison and trending
-  Fine tuning of marketing campaigns
-  Upgrade of commercial services for passengers
-  Create consumer revenue growth
-  Measurement of key performance indicators
-  Estate value statistics



Figure 2: Long queue at the check-in counters

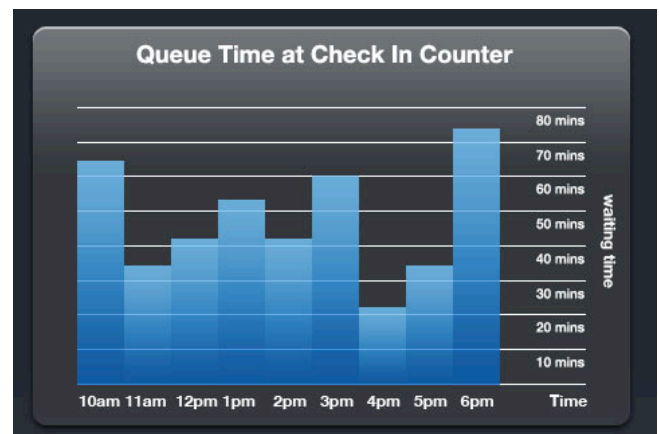


Figure 3: Reports generated

How does it work

The core technology of our BlueStats system leverages on the Bluetooth technology. Anybody who carries a Bluetooth activated device will be detected by the sensors in the Bluetooth detection zones throughout the airport. This information would be sent to the BlueStats internal system. A person's location and path of movements can be seen from the BlueStats panel in real-time.

The Bluetooth sensors will also be placed at strategic locations to track the queue time at the various check points throughout the airport, including the check-in counters, the immigration counters, the baggage check point and the ticket counter before boarding the plane. Real-time detection of the Bluetooth activated devices will be captured by the sensors via Bluetooth.

All information will be stored in the cloud database. In the case of any unforeseen circumstances, the sensors that are located at their strategic spots and in-house servers will store the back up data.