

Opening of Schiphol Innovative Gate

Modern gate based on new passenger experience concept

Today, Jos Nijhuis (President and CEO of Schiphol Group) and Harry Hendriks (CEO of Philips Benelux) have opened a new and ultra-modern gate at Amsterdam Airport Schiphol's Pier G. This is the world premiere of an innovative passenger experience concept that is intended to make the time passengers spend just before departure as pleasant and inspirational as possible.

The Schiphol Innovative Gate

The Innovative Gate is an entirely redesigned and refitted gate at Pier G. The revolutionary use of elements such as lighting, images, design, dynamic information services and entertainment creates a pleasant, comfortable and hospitable environment for passengers at the gate. At the same time, the new gate also offers airlines the possibility of presenting themselves in a distinctive and recognisable manner using elements from their own branding. 'The Schiphol Innovative Gate perfectly matches our ambition to become Europe's preferred airport for all our customers. In addition, we use this concept as a tool to further improve the quality, the comfort and the experience of passengers at and around the gate,' says Jos Nijhuis.

Co-creation project by Schiphol and Philips

It took eight months to develop and construct the new gate. It covers 700 m² and has 200 seats, 700 ceiling panels, 1,000 fluorescent (LED) lamps and 5 kilometres of cables. The concept is a 'product' and a co-creation that we can confidently label 'Made in Holland'. During its development, Schiphol worked closely with Philips, which combines services and solutions in the field of innovation with a focus on human well-being.

'We are proud to be able to announce that Cathay Pacific, an airline known for its focus on service and hospitality, will be the first airline to use the new gate. Cathay Pacific has been closely involved in the discussion of ideas and the development of the gate,' says Jos Nijhuis.

Three-month pilot project

The Schiphol Innovative Gate is a pilot project that is expected to last three months. During this period, Schiphol will examine the extent to which users are satisfied with the concept and how much it contributes to improving the passengers' experience of spending time at the gate. On the basis of this evaluation it will be decided whether the concept, or elements of it, will be used in the future.

Notes to editors:

For more information, please contact the Schiphol Group Press Office on 020-6012673.

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Appendix

The Schiphol Innovative Gate experiential concept - a detailed description

- The experience starts before passengers reach the gate, which is lighted using the airline's colours to improve visibility. The first element passengers will notice are large video-screen

billboards - all clearly showing the airline's brand identity - on the walls of the pier. These displays show not only the flight information, but also information about the destination. The billboards also feature a pulsating light, indicating that the boarding process has started. Cathay Pacific is the launching customer but Philips technology enables simple switching to other airlines content and company colours as other airlines will also use this gate.

- When entering the gate, passengers come into a relaxing pre-waiting area, with comfortable chairs, "living magazines" and a reception desk. The waiting area offers a landscape of different furniture elements that address the individual needs of passengers. For example, the area includes work desks for business travellers, group seats, and individual seats with enhanced privacy. To enable travellers to pass their time more pleasurably in the waiting area, the walls feature "living magazines", including sneak previews and information about the destination, local attractions, restaurants and hotels, as well boarding information and clips from the airline's corporate video.
- Passengers pass from the pre-waiting area through new-look security scans and into the main waiting area. Lighting and video animations are used to guide passengers through a seamless, smooth security process. The security zone also includes seating areas (designed in collaboration with Studio Linse, Amsterdam), where people can sit while putting their shoes back on and repacking their bags.
- Waiting area with concierge desk and premium waiting area. After the security area, a concierge desk - staffed by the airline - enables airline personnel to stay in direct contact with passengers. Other features in the main waiting area include binoculars for children to spot planes with, Wi-Fi work desks, and a premium lobby for business class passengers and frequent flyers, where improved acoustics provide enhanced comfort. Large daylight capturing devices are used to change the lighting from "warm" to "cool" during the boarding announcement in order to get people going.

For more information and pictures, please visit www.schiphol.nl/innovativegate.