



Indoor Location-Based Solutions

Geoinformatics (GI) company is active in the area of Geographic Information Science (GIS). **GI** has been established in late 2016. It is the evolution of Geoinformation SA company, established in 2002, member of one of the biggest media groups in Greece.

GI company's objective is to develop pioneering services and products, setting as its main orientation, cooperation with leading research institutions and companies.

GI Team consists of graduates with high educational level, MSc or PhD degrees.

GI focus its activities on Indoor Locationing Solutions and Services. It aims at providing to every customer of its clients, the most customized and personalized experience possible, on every single visit.

GI is the Authorized Vendor of Zebra MPact Technology and Phunware Solutions, for Greece.

GI provides Spatial Decision Support Systems solutions, for Cultural and Tourism promotion, Waste management and Geodemographics. It also offers B2B cartography products.



MPact your passengers

CHALLENGES IN AIRPORTS

- Increase ridership
- Improve the end-to-end travel experience to build loyalty
- Improve services for frequent travelers
- Increase workforce productivity
- Reduce costs



THE SOLUTION

Improve every aspect of the passenger in-terminal experience from departure to arrival by delivering real-time information, updates and directions to passengers mobile phones.

DEPARTURE

Improve the Check-in Experience

- Personalized greeting
- Nearest baggage drop
- Gate directions
- Shortest security line

Improve the In-Terminal Experience

- Boarding reminders
- Gate changes
- Departure delays
- Nearby restaurants, stores and airline club promotions and directions
- Flight cancellation information

ARRIVAL

Improve the Baggage Retrieval Experience Carousel information—including changes

INCREASE PER PASSENGER REVENUE

When passengers arrive at the gate, deliver real-time offers for:

- Relevant promotions to passengers at the gate
- Seat upgrades
- In-flight food, beverages and Wi-Fi service
- Airline club memberships
- Enable in-terminal vendors to send special offers and coupons to passengers as they approach stores, restaurants/bars



THE SOLUTION WILL BENEFIT INVOLVED PARTIES... AND YOUR BUSINESS!

FOR AIRLINES

Increased revenues through Real-time marketing of seat upgrades, in-flight items and club memberships Coupon programs for in-terminal vendors.

FOR RETAIL SHOPS

Increased revenues per passenger through the delivery of targeted marketing offers and coupons.

FOR YOUR PASSENGERS

Increased passenger satisfaction and loyalty through the delivery of targeted personalized information and services in all areas of the airport.