



Moving Towards Seamless Travel

Sept 23rd 2013, Montreal

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SITA

Create success. Together

WHO WE ARE

SITA is owned by the air transport industry

As a unique hybrid commercial-cooperative model

We work collaboratively with:

AIRLINES

AIRPORTS

AIR
NAVIGATION
SERVICE
PROVIDERS

GLOBAL
DISTRIBUTION
SYSTEMS

INTERNATIONAL
ORGANIZATIONS

GOVERNMENTS

AIR
CARGO

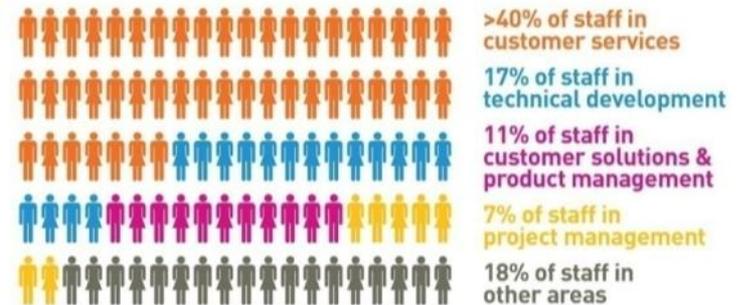
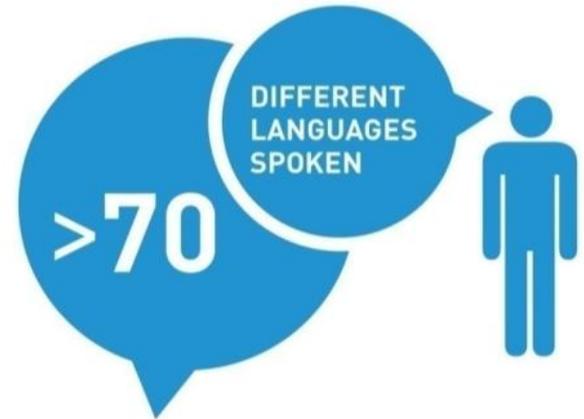
AEROSPACE

AIRCRAFT
& AIRFRAME
MAKERS

SITA

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OUR PEOPLE ARE YOUR PEOPLE



A TRULY GLOBAL ORGANIZATION

OUR PORTFOLIO



The broadest portfolio for air transport:

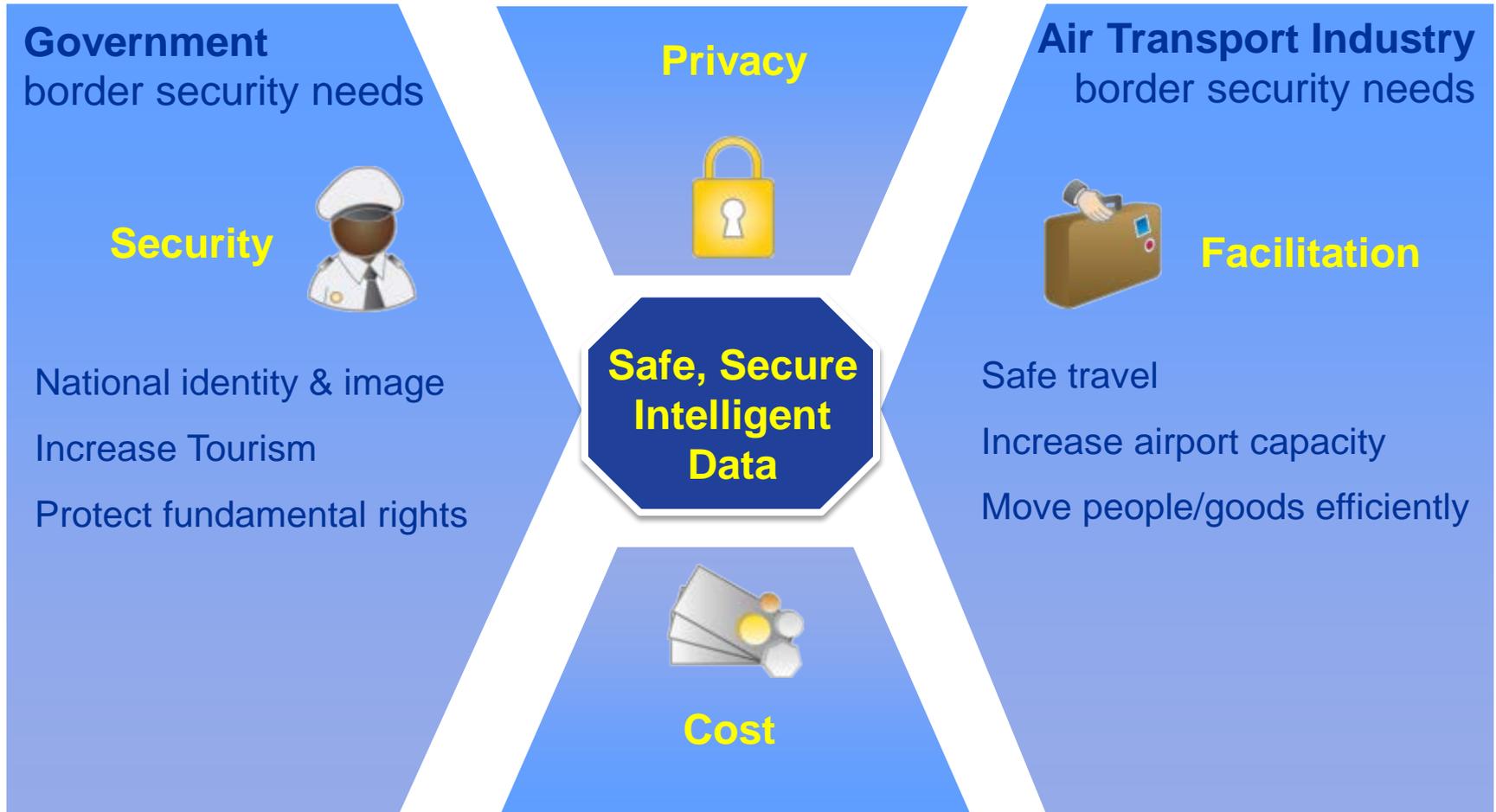


People and Solutions for a better Air Transport

Border Management Dynamics



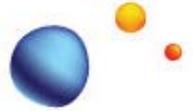
Security and facilitation are ATI and Governments' shared goals





a) Changes in Check-in

- Self-service and online check-in remove costs from an industry under pressure
 - Estimates of \$3.58 saved if passenger checks in online (\$5.34 for passengers without bags)
 - Ryanair: 100% online check-in as from 1-Oct-09
 - Growth in mobile check-in (avoids dependency on printer)
- Use of check-in counters is declining (44% in 2011 Passenger Survey; 52% in 2010)
- Check-in is changing into bag-drop but here too the trend is towards self-service
- Increasingly airline's first physical interaction with the passenger will be at the gate



The Impact on Governments

Check-in agents aid security

- Provide a useful independent, validation function
- Generally use passport readers to extract the document data which results in good data accuracy

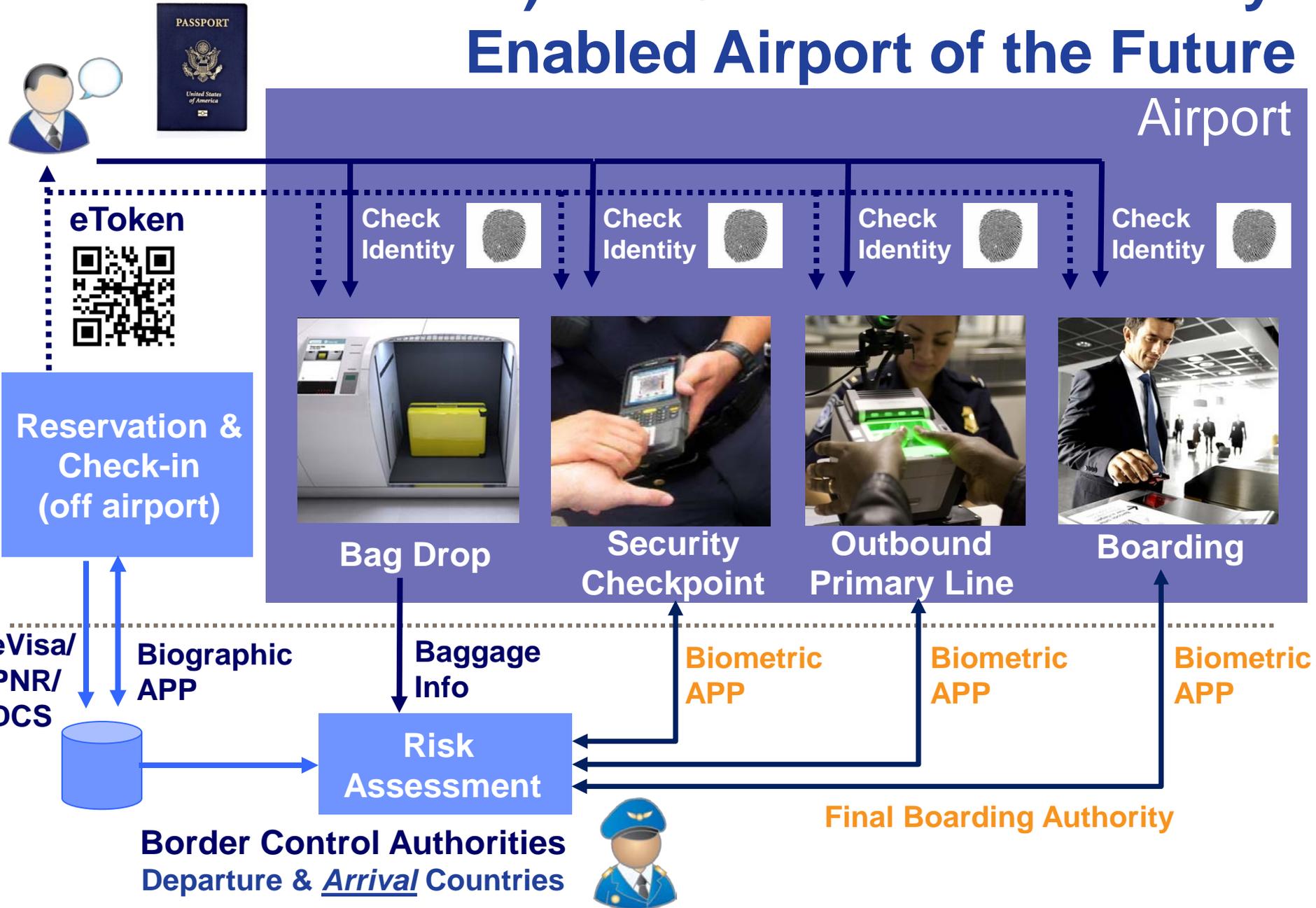
Role is changing away from checking in passengers to checking in bags to checking bar codes at the gate

- Some validation of passengers at bag drop but this will reduce as self-service increases
- Many passengers only have carry-on luggage

APP/AQQ is becoming more exposed to fraud and errors

- Visas and e-Visas (ETAS, ESTA) help but ...
- '**Biometric APP**' needed to increase security

b) The Secure Biometrically-Enabled Airport of the Future



c) More frequent interventions

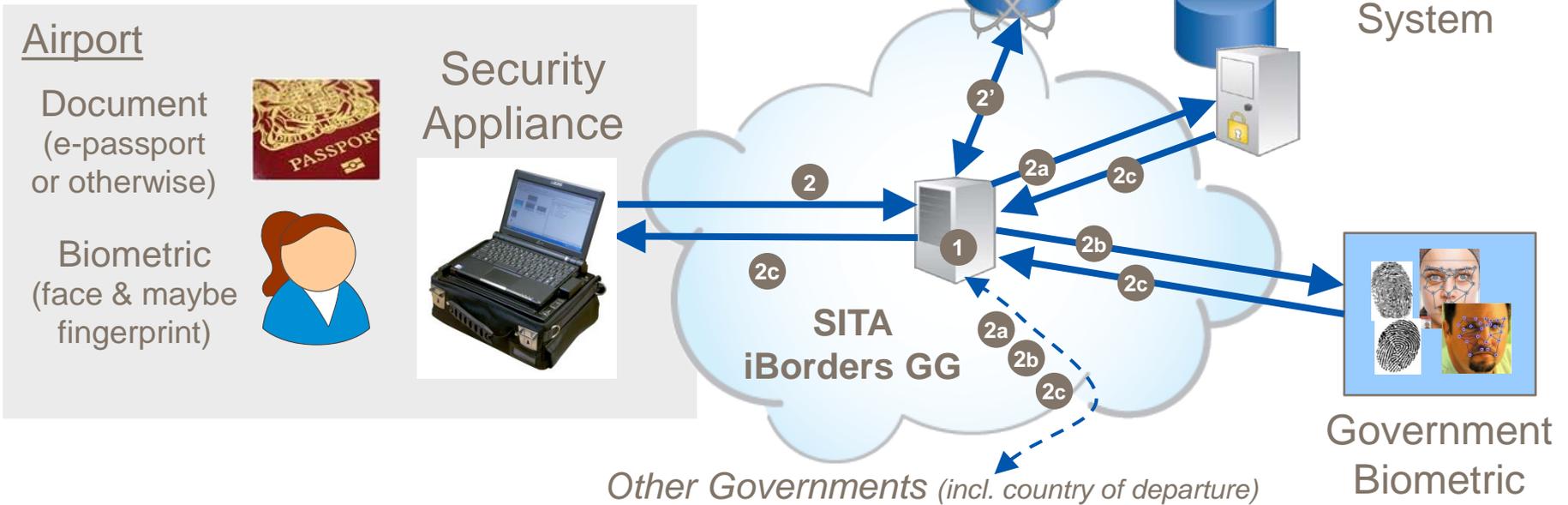


- Interventions likely to grow
 - Governments becoming more confident and sophisticated
 - More conditions being tested (including biometrics)
 - More governments starting to adopt these techniques
 - Off-airport check-in drives the need for in-airport checks
 - For complete security need multiple in-airport (biometric) checks
 - Every in-airport check can result in an exception condition which has to be handled by the airline and/or airport
- Outbound airport & government have the prime responsibility to protect the flight. Risk profiling is low to non-existent. High-risk passengers ('selectees') should be subject to further procedures
- SITA will offer **chat feature** to make the handling of exception conditions faster, cheaper and easier for both airlines and airports

How would Biometric APP data be collected at the airport?



Biometric APP



- ① Prior normal 'biographic' APP transactions (not shown)
- ② Security appliance captures document image, biometric. If e-passport, validates live biometric vs. stored biometric. Sends transaction to iBorders GG
- ②' OPTION: If e-passport, authenticates vs. ICAO Public Key Directory
- ②a OPTION: GG resubmits all 'biographic' APP transactions to all relevant governments
- ②b GG sends live biometric, doc scan, flight details to Biometric System
- ②c Govt system returns boarding directive (consolidated by the GG into a single directive)
- ③ Boarding check (not shown)

INNOVATING FOR THE INDUSTRY

SITA Lab



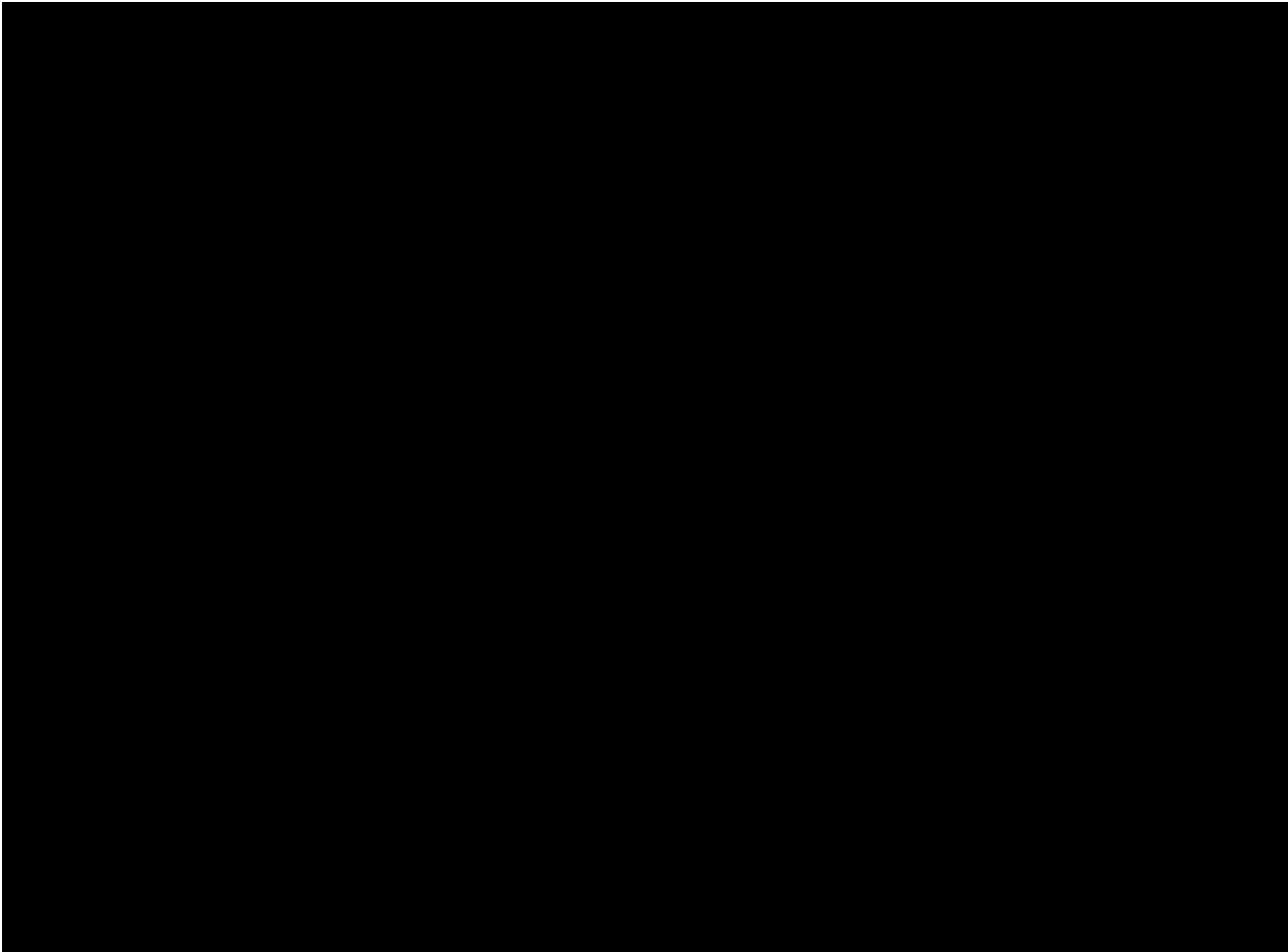
- Harnessing the power of emerging IT
- Committed resource and funding for the industry's future
- Investing: 5% of revenue for R&D
- Innovation ecosystem of partners



VISIONARY INNOVATORS

SITA Lab

- iPad kiosks
- CrewPad
- Augmented reality
- Social booking & check-in
- Airport geolocalization
- Mobile portal
- Voice-activated travel search
- Near Field Communications





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