



**“ONE TOUCH BLQ”
BEACON, NFC AND QR CODE CONTACTLESS TECHNOLOGIES: AN INNOVATIVE
HIGH-TECH SERVICE TO SHARE INFORMATION WITH PASSENGERS AT
BOLOGNA AIRPORT**

Bologna Airport has launched today an **innovative high-tech information service**, “ONE TOUCH BLQ”, the system is **based on Beacon, NFC and QR Code technologies** that will enhance the Passenger Experience taking it to the next level. Connected passengers will receive the display of contextualized and relevant information on their mobile devices at the right time and the right place, this making the airport easier to navigate and their travel experience more pleasant to live.

“ONE TOUCH BLQ” was developed with the **technical support of Connectings**, a French company leader in the industry of communication systems for public spaces, with projects developed in 27 European and American cities. ONE TOUCH BLQ will allow to **deliver directly on passengers’ devices the information from the website and the airport’s app that may result most useful** in a given area. For example: wayfinding at the entrance with the Airport’s maps, useful hints for security controls in the security control area, a shopping guide, etc.

Links to the information are conveyed through **50 beacons** and **85 stickers** positioned in different locations of the terminal. **Fifteen more stickers will be shortly set on local buses and at the stops of Aerobus BLQ**, connecting directly to the Airport’s real time flight information.

To share the Airport’s information, three technologies are available: QR Code, NFC or Beacon.

The easiest way is to activate the **QR Code** reader on one’s smartphone and scan the code from the sticker reporting its symbol. This will connect the device to the website page delivering the location-relevant information.

It is also possible to use the smartphone **NFC** technology, bringing the device within proximity of the sticker’s symbol and access directly to the website content referring to that peculiar area.

However, the most innovative technology uses **beacons**. In this case, passengers will not have to take any action, but will simply receive accurate information conveying different messages relevant to the different areas. To receive the messages it is enough to download the Airport’s official app and activate the Bluetooth.

This **service is free of charge**, available in both Italian and English for iPhone and Android smartphones.

“ONE TOUCH BLQ” will go together with other information instruments that Bologna Airport is already offering to passengers – **website, app, social media** – and has been presented in Bologna today by Nazareno Ventola, CEO and Managing Director, Clémence Barret, Sales Manager Italy of Connectings, Silvia Lombardi, IT and

Innovation Manager, and Barbara Melotti, Process Control, Quality and Facilitation Manager.

Bologna, 17 June 2016

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AEROPORTO MARCONI DI BOLOGNA

Bologna Guglielmo Marconi Airport, classified as a "strategic airport" in the centre-north area of the National Airports Plan prepared by the Ministry of Infrastructure and Transport, is now the seventh biggest Italian airport by passenger numbers, with about 7 million passengers in 2015, of which 75% are on international flights (Source: Assaeroporti). Located in the heart of the Emilian food valley and the automotive and packaging industrial districts, the airport has a catchment area of about 11 million inhabitants and around 47,000 companies, with a strong propensity to exports and internationalisation and with commercial expansion policies to Eastern Europe and Asia.

In 2015 102 destinations were served from Bologna: the presence at the airport of some of the largest airlines in Europe along with some of the leading low-cost carriers and the close link with European continental hubs make Bologna Italy's fifth airport in for global connectivity (Source: ICCSAI - Fact Book 2015) and the first in Europe in terms of growth of connectivity in the decade from 2004 to 2014 (Source: ACI Europe Airport Connectivity Report 2004-2014).

As for airport infrastructure, the airport has recently completed a major upgrade and expansion of the passenger terminal, while the capacity of aeronautical infrastructure is deemed adequate to accommodate the expected growth over the coming years. The company's aim is to make Bologna Airport one of the most modern and functional in Italy, an important gateway to the city and region.

CONNECTHINGS

Laetitia Gazel Anthoine created **Connecthings** in 2007 with the vision and intuition that smartphones will connect the physical world with the digital world.

Connecthings deploy in public spaces contactless technologies networks of beacons (bluetooth, NFC, QR code, Wi-Fi) to transform passive urban points of contacts and locations (street furniture, monuments, shopping malls, airports) into smart, connected objects able to communicate with the inhabitants and visitors' smartphones.

Connecthings' Internet of Things content management platform (AdTag) contextualizes the beacons' networks to send the right information at the right time.

Connecthings' services are up and running in 27 cities in Europe and in Rio de Janeiro, with over 120 000 beacons connected in the urban space: this is the largest Internet of Public Things network worldwide.

Connecthings is headquartered in Paris and opened offices in New York, Rio de Janeiro, Barcelona, Milan and Berlin.

For further information: www.bologna-airport.it

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