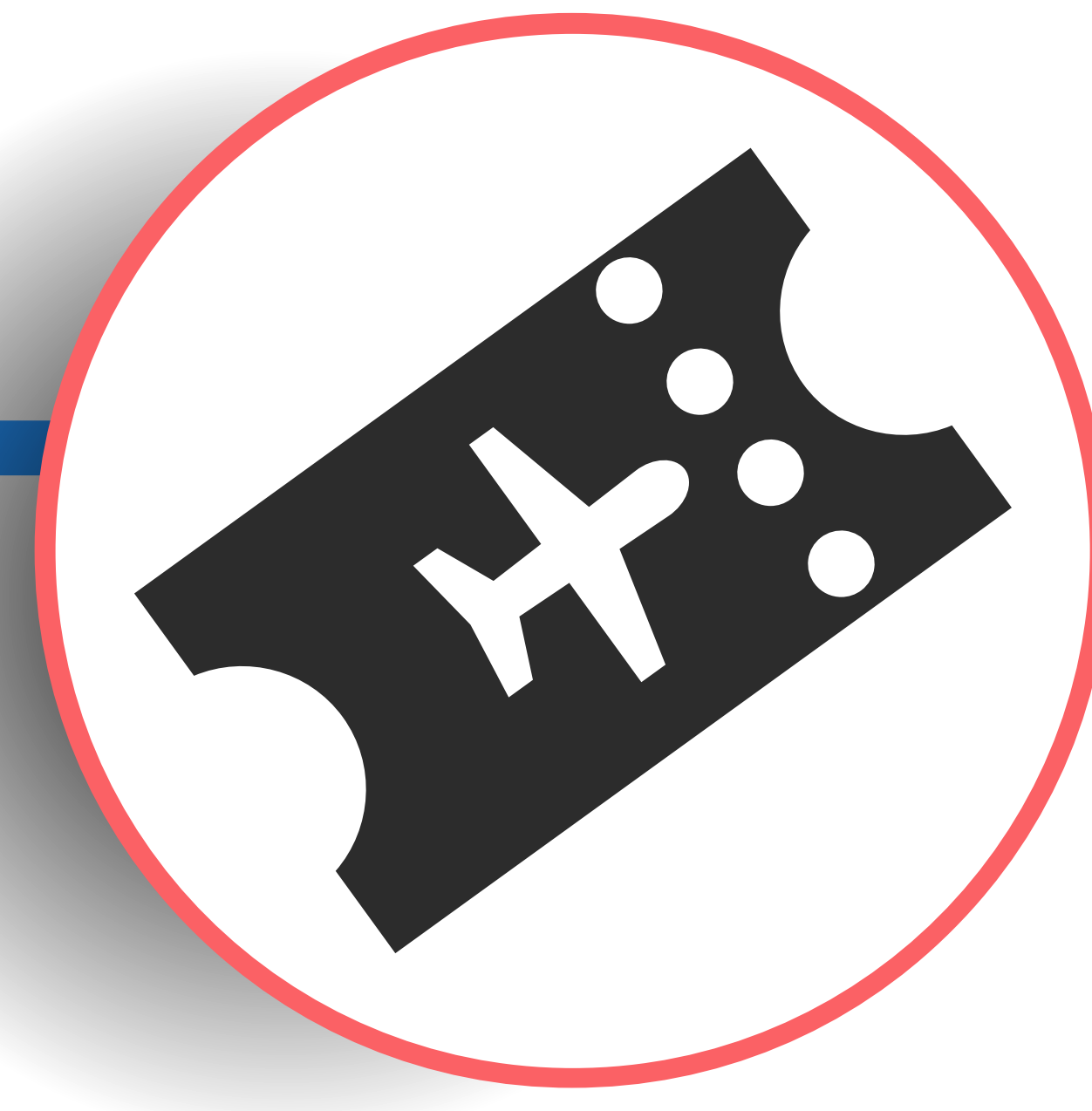


7 Ways Facial Recognition Can Power the Airport Journey

Airport journeys can be highly frustrating due to how inefficient and unsanitary the customer experience is. Facial recognition technology can drastically improve this by increasing the efficiency and safety of processing customers, providing a seamless experience across all touchpoints. Here are the seven ways facial recognition can help the passenger journey:



Check-In

Manual checks of passports and travel documents famously cause delays. Facial recognition allows travellers to check in on their phone before they arrive, or at automated check-in stations at the airport, making the start of their journey seamless.



Baggage

At bag-drop, boarding passes are shared once more. With facial recognition, faces replace boarding passes - reducing the number of touchpoints. This reduces queues and improves the efficiency of processing customers.



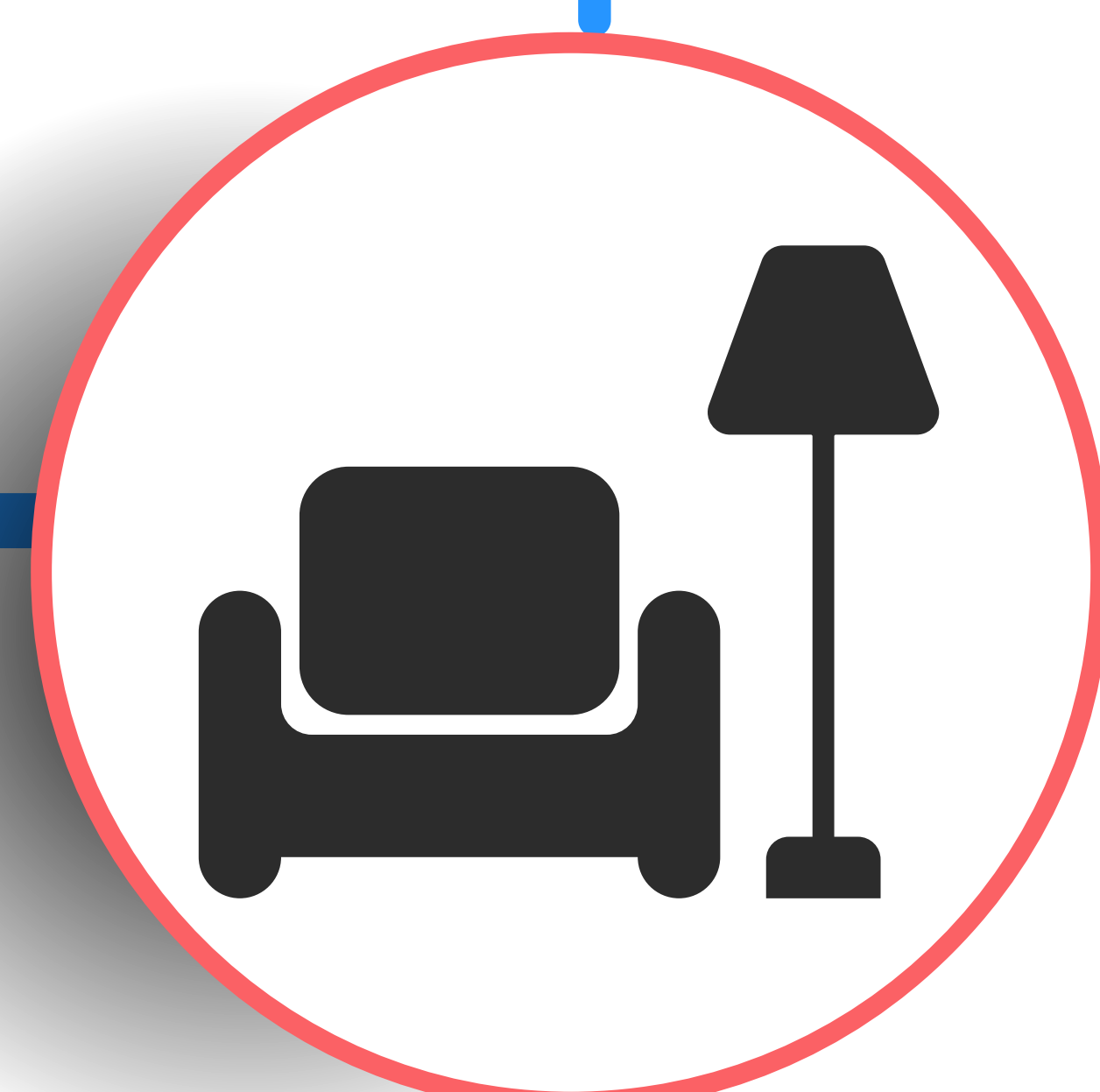
Security

Security is drastically improved with facial recognition and access control gates. It also allows staff to access private areas using their face with more secure technology than keycards or passcodes.



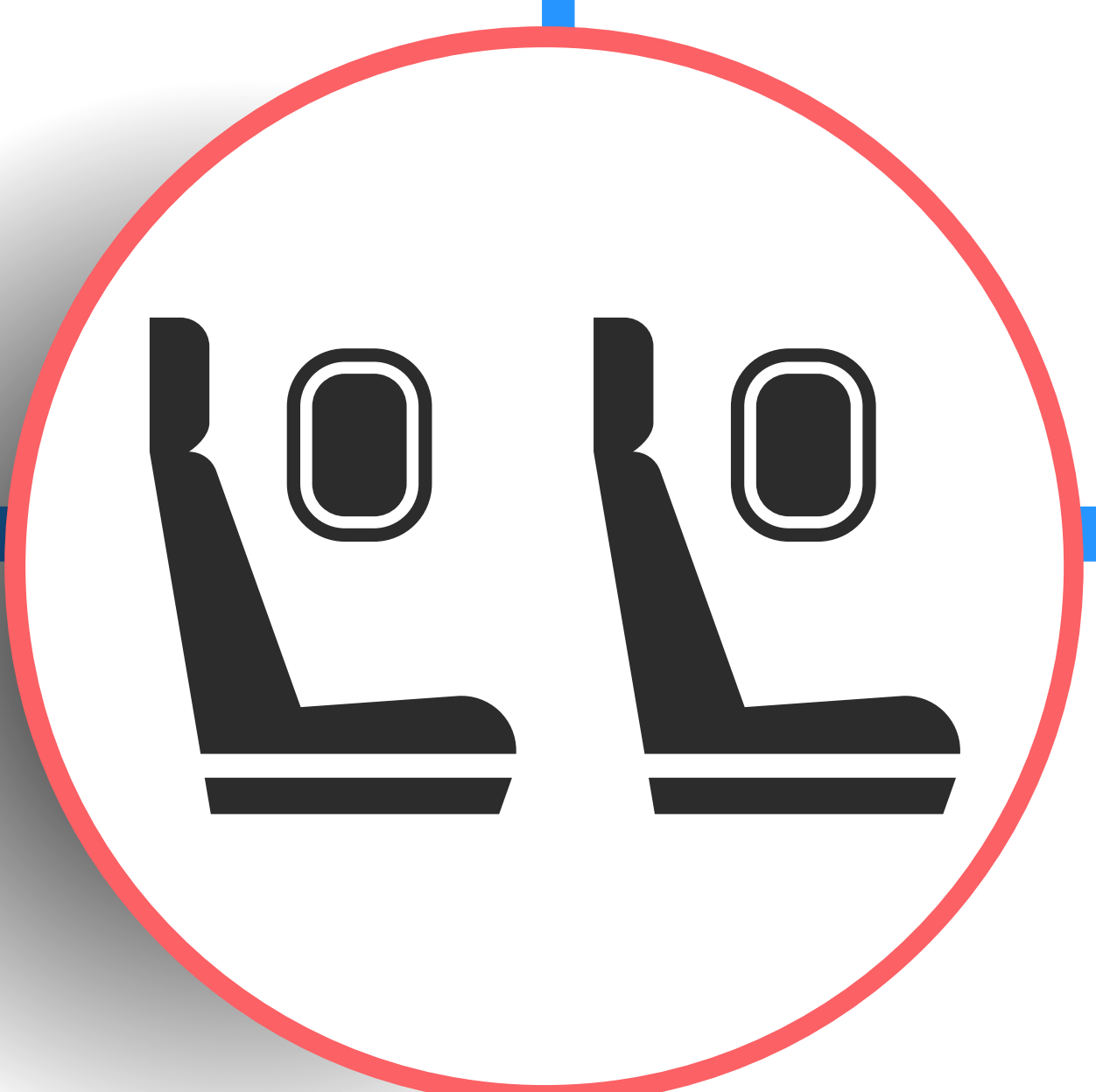
Duty-Free & Shops

Duty-Free requires customers to share boarding passes and provide payment. Facial recognition creates a seamless experience for the customer as they can pay, and confirm their boarding pass using just their face.



Lounges

To access lounges, customers share ID, a boarding pass/member card and handle doors. Facial recognition provides members with VIP treatment through access control and improves the speed at which members can relax.



Boarding

Passports and boarding passes are checked multiple times here, causing delays. Facial recognition replaces a boarding pass and can be matched against passports simultaneously. This leads to a much faster boarding process.



Border Control

Manual document checks take time. Facial recognition will improve efficiency with access control where your passport is scanned as well as your face. Facial recognition is also more accurate than the human eye.



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