



SAT introduces Avatars to Facilitate Security Lines

San Antonio, TX (November 19, 2014) -SAT introduced innovative technology to the airport's security lines to help expedite the TSA process and facilitate customer readiness for security check. Similar to a hologram, the Avatar is a projected video image that is activated when a customer approaches or passes. Among the first airports to feature the avatars, SAT has two – both in Terminal A security lines, one each in General Boarding and Pre-Check lines. Messages are tailored appropriately to General Boarding and Pre-✓™ passengers. Avatar messages include information about proper identification, divesting, items to be placed in bins and prohibited items. Located in SAT's Terminal A with daily flights to Mexico, each avatar's messages are scripted fully in English and in Spanish and alternate when activated.

"The avatars are another customer service tool to enhance security checkpoint experience," says San Antonio Aviation Director Frank R. Miller, "Eva offers good information and friendly reminders that will help passengers move quickly and efficiently through security." The specific objective of the program is to deliver a clear and consistent message that prompts passengers to prepare for security, prior to reaching the security screening point, expediting the security screening process for passengers and freeing up TSA staff for more important tasks.

"Creating the a realistic avatar is truly an art that requires creativity and skills," says Patrick Bienvenu, COO of Airus Media, Inc., the creator and manufacturer, "Producing and manufacturing "Eva" is a complex process involving high end videography, digital engineering, computer programming, graphics, and manufacturing." Each of San Antonio's avatars is 5'6" tall with a life-size image of the presenter digitally projected onto an inch-thick glass screen coated with a state-of-the-art film. The avatar location in each line corresponds to the spot in the checkpoint's queue where passengers begin to stand, during peak times. The device uses motion sensors to prompt Eva's 90-second scripts when a customer is within 30 feet.

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Our Mission:

To innovatively manage our airports to provide a positive customer experience while supporting economic development.

Only a handful of airports in the U.S. have introduced similar avatars, including Washington Dulles, Boston Logan and LaGuardia, Newark and Kennedy in the New York City-area. According to the Avatar manufacturer and producer, SAT is the first known installation of an avatar for use in TSA pre-check security screening.

SAT's Avatar is the latest in high-tech customer service enhancement added within the last year. Other recent amenities include: a live data feed for parking availability on the airport's website and mobile site; a new Parking Control System (PRCS) automating and giving customers the ability process their parking transactions quicker and find parking spaces easier; a new Digital Library interactive kiosk, which charges phones and enables both visitors and residents to download music and books.

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With more than 8 million passengers annually, the San Antonio International Airport (SAT) contributes more than \$5 billion to the region's economy. The Gateway for South Texas, SAT offers nonstop service to more than 30 domestic and international destinations and, in 2012, was named the nation's 10th largest gateway to Mexico. The San Antonio Airport System also includes Stinson Municipal Airport (SSF), the 2nd oldest continuously operating airport. A department of the City of San Antonio, the system is funded by an enterprise fund supported by user and tenant fees. For more information, visit SanAntonio-Airport.com or [Facebook/SATAirport](https://www.facebook.com/SATAirport).