

# TAV MOBILE



Convenience for passengers

[tavtechnologies.aero](http://tavtechnologies.aero)

## MOBILE





# MOBILE

END-TO-END TECHNOLOGY  
SOLUTIONS

## INDEX

WHAT IS TAV MOBILE?	3-4
KEY BENEFITS OF TAV MOBILE	5-6
KEY FEATURES OF TAV MOBILE	7-8
ABOUT US	9-10

# WHAT IS TAV MOBILE?

TAV Mobile is an innovative mobile application specifically designed for airports and passengers. It supports multiple airports at the same time with an in-app airport selection feature. It is an informative app for passengers to receive instant notifications about their flights including:

- Arrival schedule
- **Departure schedule**
- Delays
- Cancellations
- **Gate information**
- Baggage belt information

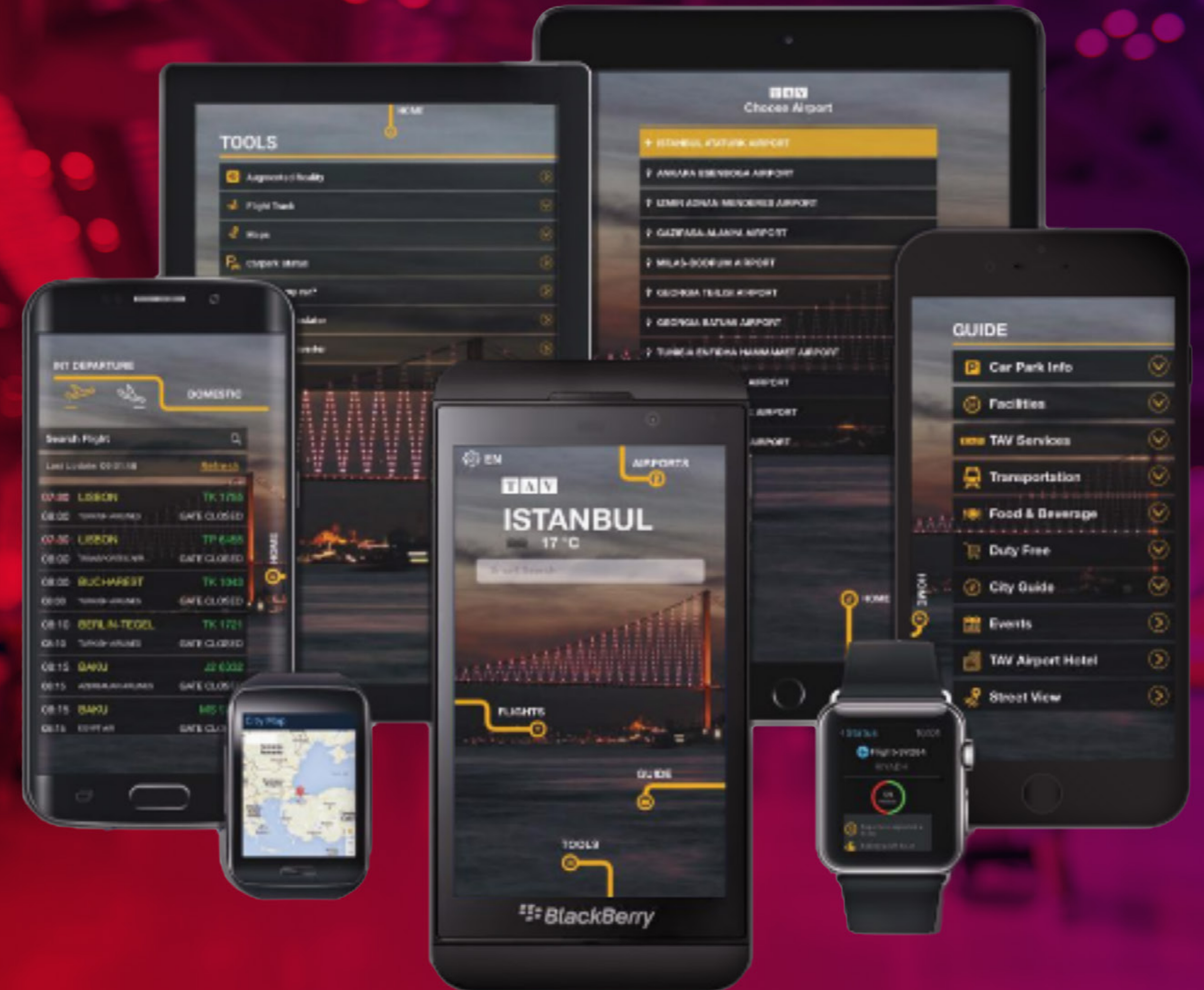
Passengers can plan their travels easily with TAV Mobile's advanced features such as augmented reality, indoor navigation, and interactive smart zone. The app directly increases passenger interaction and brings out an improved passenger experience.

TAV Mobile can be downloaded via the below links:

iOS Download Link



Android Download Link



# KEY BENEFITS OF TAV MOBILE



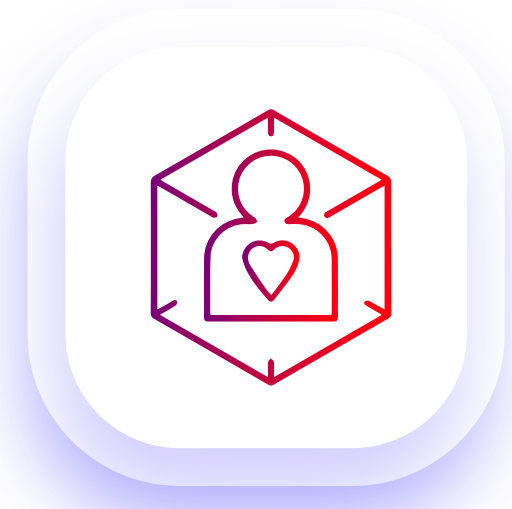
## INCREASED NON-AERO REVENUE

TAV Mobile is an online communication channel to deliver messages about recent discounts and promotions in airport retail areas.



## TARGETED MARKETING

Airports can create new opportunities for upsells and drive profit by effective usage of proximity marketing.



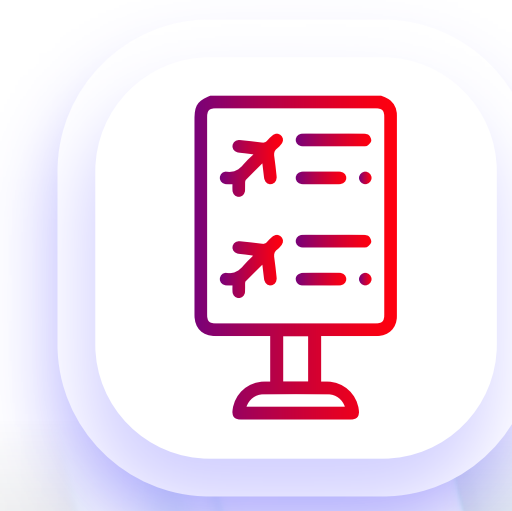
## POSITIVE BRAND IMAGE

Airports can benefit from TAV Mobile as a prestigious channel designed with an innovative approach. It can improve brand awareness and brand perception.



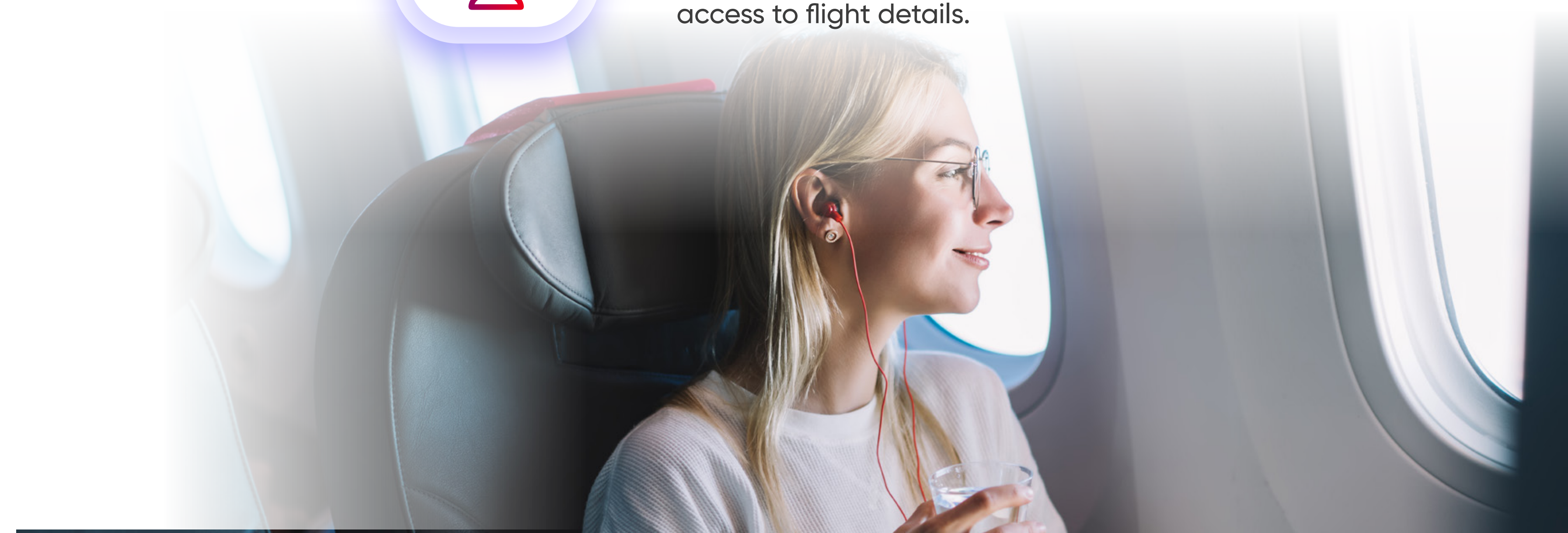
## INCREASED INTERACTION

It drives interactivity and improves passenger relations. Passengers can receive personalized push notifications about their current flight status and be informed about special offers.



## IMPROVED PASSENGER EXPERIENCE

Passengers can have information about the airport before their travel. TAV Mobile accompanies passengers to get access to flight details.



# KEY FEATURES OF TAV MOBILE



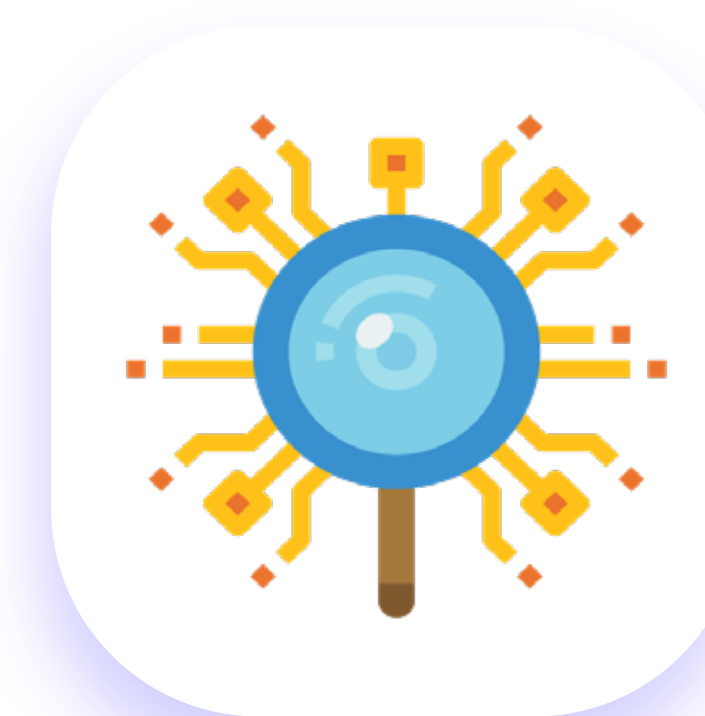
## SMART WATCHES FOR APPLE AND ANDROID

TAV Mobile app supports smartwatches both for Android and Apple devices. Watch applications work compatibly with the mobile app while providing information concerning flight changes via instant push notifications.

## TREND APPLICATION DESIGN

Aligned with user-centric UX design approach, TAV Mobile offers a modern front face for passengers. It provides the following design features:

- Changeable Background Image
- Parallax Background
- Swiping Gestures Enabled to Access Contents
- Easy to Access Passenger Flight
- Apply Airport Color at Design



## SMART AND SPOTLIGHT SEARCH

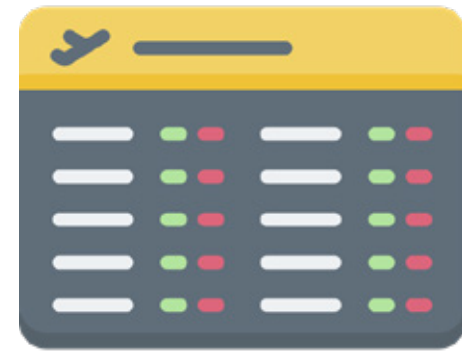
The smart search feature of TAV Mobile enables users to see the list of results according to their search. Passengers don't need to navigate across the pages anymore. All search terms which were previously written by passengers are saved in the system. This record provides the intensity chart of searched words and leads airports managers to create the most helpful content for passengers. Spotlight search gives passengers the best search experience and increases engagement with our application on iPhone and iPad.

## SMART TV

Smart TV displays live flight data on Apple TV or Samsung Smart TV anywhere users want to get access to information. It doesn't require any custom hardware or maintenance to provide continuous information. Passengers can download the smart tv app from the TV store by searching "TAV Mobile"



# KEY FEATURES OF TAV MOBILE



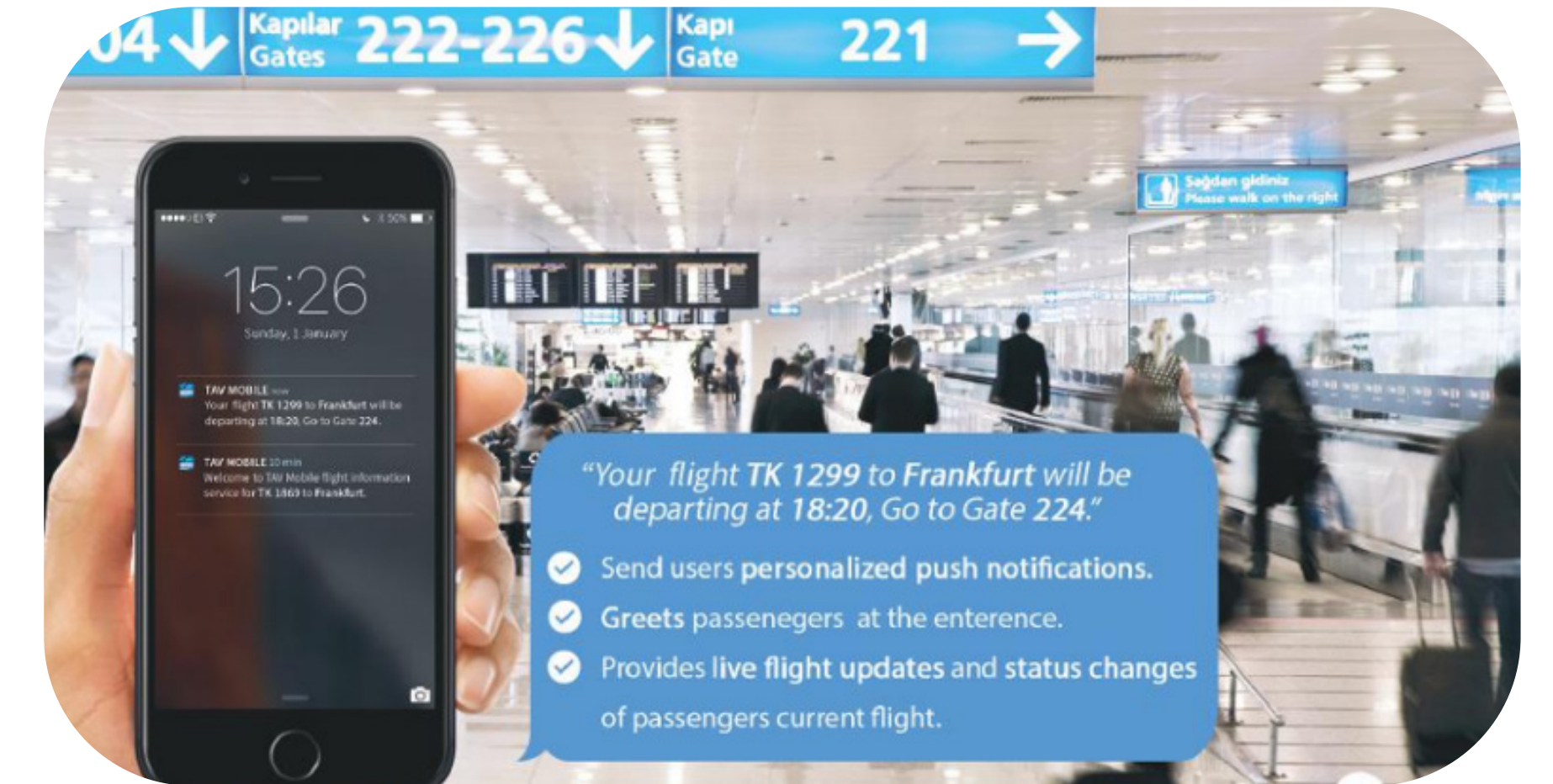
## SMART FIDS

TAV Mobile app users can have a personalized experience with Smart FIDS. This technology allows passengers to see their flight details when they step into the Smart FIDS zone at the airport. They can see their current flight on the FIDS screen and reach detailed information about their itinerary. Smart FIDS contains beneficial functions such as wayfinding, flight information, and baggage collection. It uses beacon technology and shows special offers, conveys duty-free promotions for the passengers. Therefore, it increases profitability of airport operations by effective usage of proximity marketing.



## GUIDANCE

TAV Mobile offers significant information for passenger visits by conveying details about popular malls, museums, restaurants, and transportation options. It helps users with the currency converter function and real-time car parking availability status. Passengers can also benefit from an indoor navigation map to find important points at the airport.



# KEY FEATURES OF TAV MOBILE



## FLIGHT ALERT

Passengers can add or drop alerts for their flight to receive up-to-date information through push notifications.

## PERSONALIZATION

Passengers can be logged in to TAV Mobile to see their flight history with extended details such as flight date, total flight distance, and total hours on the air.



## AUGMENTED REALITY

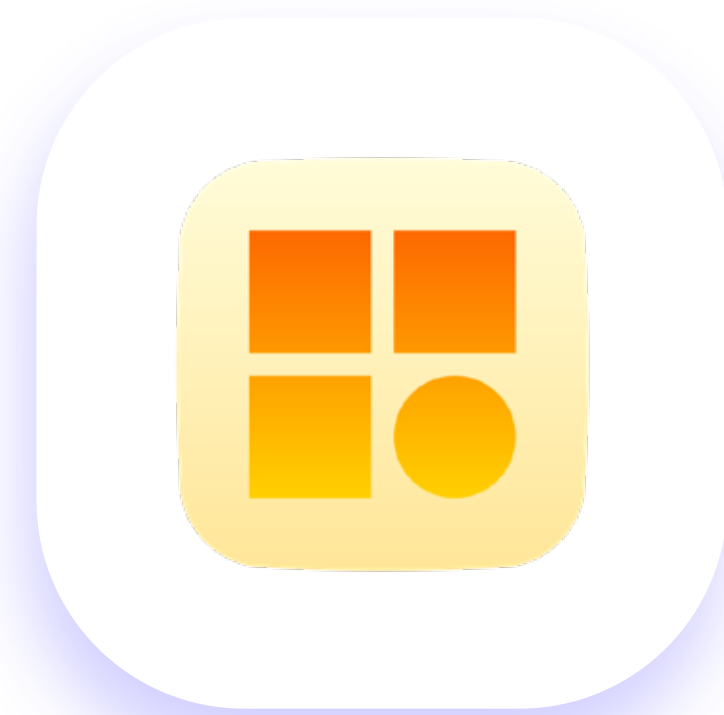
The augmented reality system generates a composite view that is a combination of the real scene viewed by the user and a virtual scene with additional information. Passengers, by using their device's camera, can scan their surroundings. The app mode illustrates points of interest such as shops, cafes, restaurants, and gates on the screen while giving details about the distance. It also allows passengers to see how other users have rated the airport retailers. Passengers can get directions by holding up their phones.

## 3D TOUCH FOR IOS DEVICES

TAV Mobile app supports smart watches both for Android and Apple devices. Watch applications work compatibly with the mobile app while providing information concerning flight changes via instant push notifications.



# KEY FEATURES OF TAV MOBILE



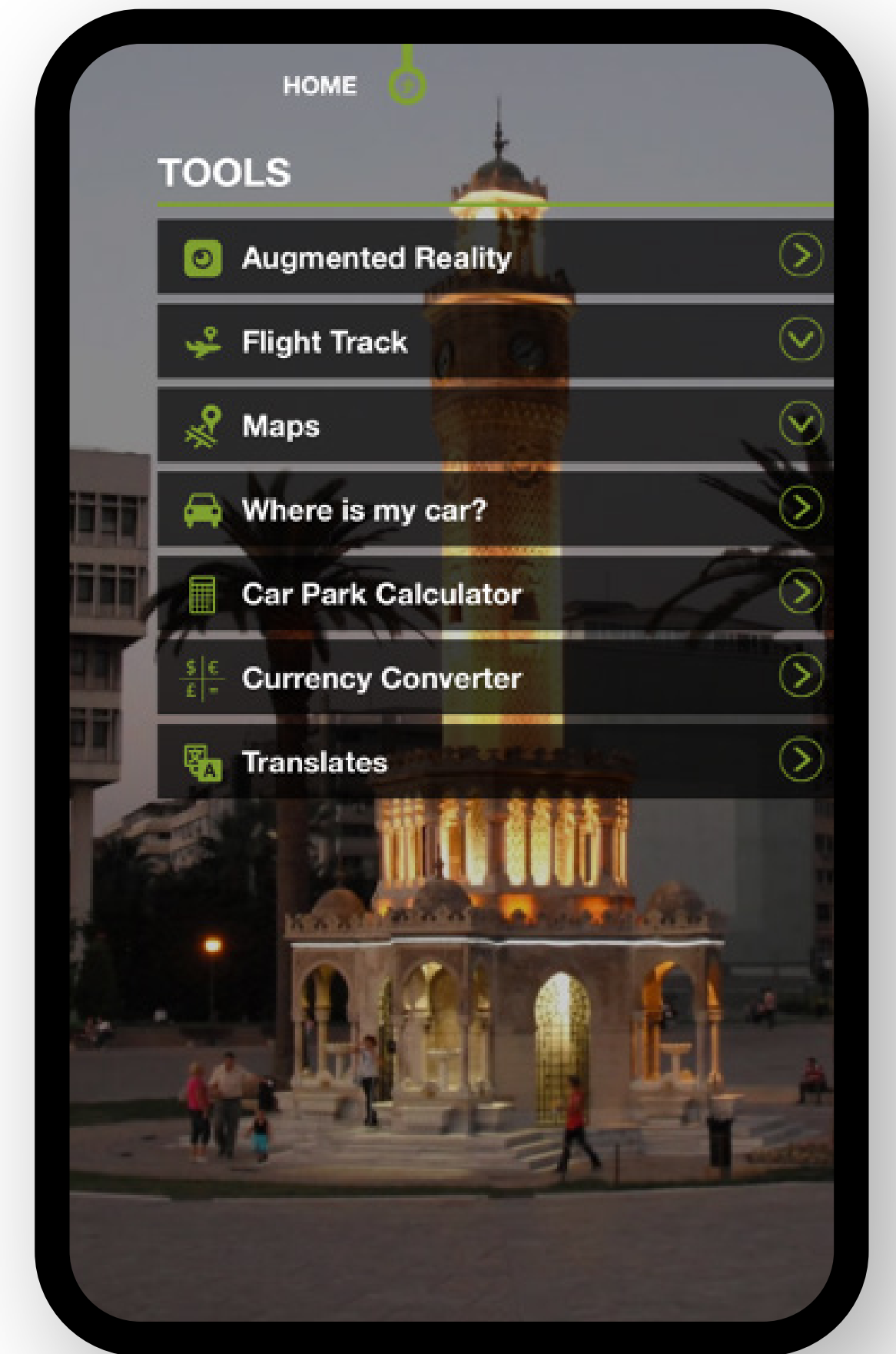
## SUPPORT ANDROID WIDGET

The feature enables passengers to monitor their flight status from Home&Lock screen by using TAV Mobile Widget. It shows useful characteristics including flight number, latest updates, and airport logo on the list.



## LANGUAGE ASSISTANT

The Language assistant is helpful for passengers who do not speak the local language of their destination country. The translator function contains a list of helpful words under different categories. The passenger can use the speech assistant on their mobile phones by clicking the voice buttons next to the word. Also, they can see the translated content.





# KEY FEATURES OF TAV MOBILE



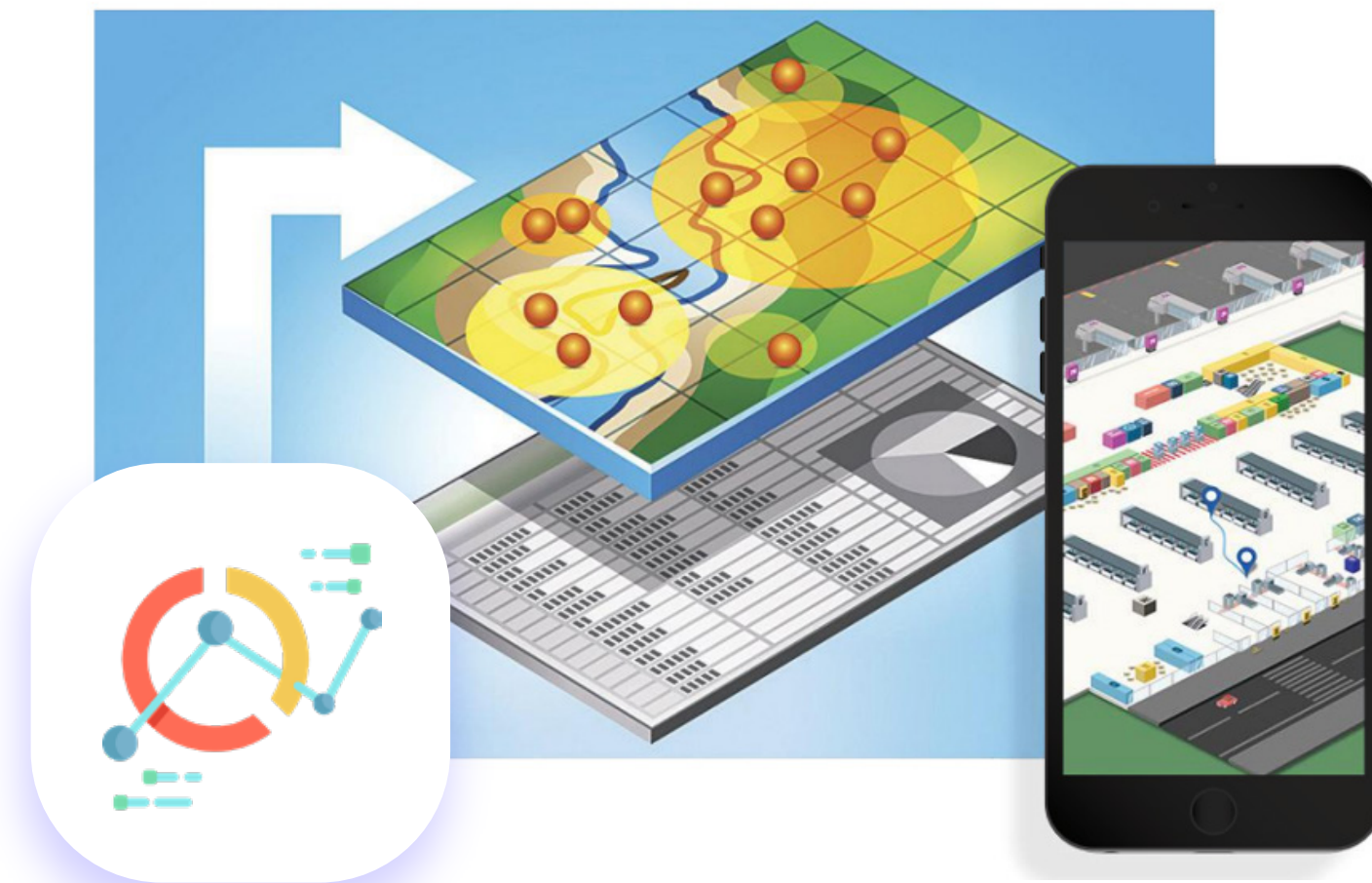
## LOCATION ANALYTICS

Location analytics uses advanced data mining techniques tuned to the type of data the iBeacon location provides. It estimates some of the vital metrics like the number of visitors, time spent in shopping areas, and the frequency of visits. Thus, airport management could make estimations about the population, favorites, and trends.

## ANALYTIC REPORTS INTEGRATION

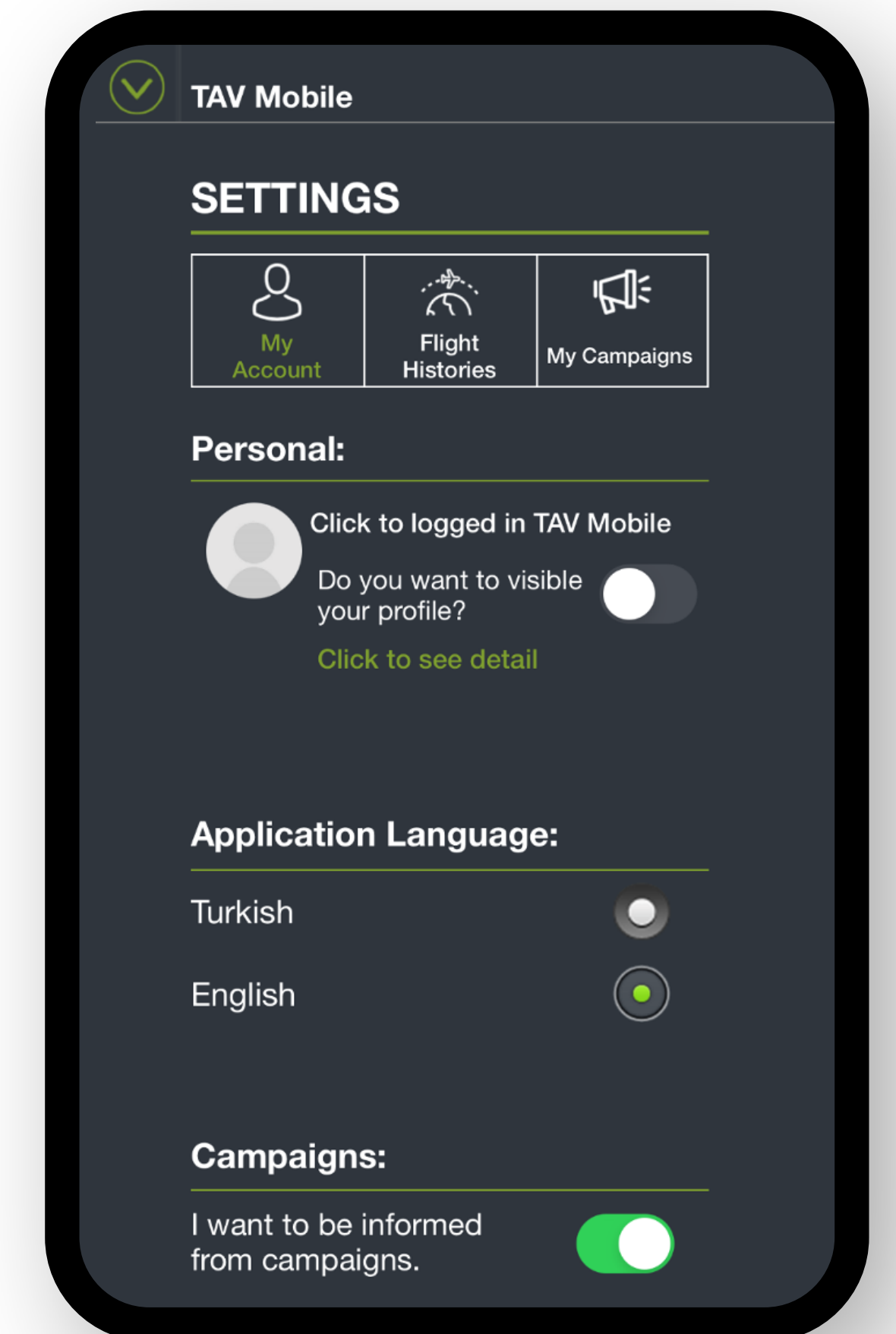
TAV Mobile App tracks passenger behaviors by measuring screen views, controlling which content is being viewed most by the users, and how they are navigating through the pages.

Also, it gives details about passengers' nationality, city, and mobile phone. It gathers monthly data to create meaningful information.



## CAMPAIGN MODULE

After the check-in process, passengers are directed to the right boarding area. When the passenger enters the duty-free zone, targeted messages such as text, small images, online rich media links can be sent through TAV Mobile App to promote certain products. Upon landing, passengers receive a lock screen notification about the baggage claim area as well as relevant offers for transportation.



# ABOUT



TAV | TECHNOLOGIES

**WE** surround  
**THE WORLD** with  
OUR **TECHNOLOGY**



**40+**  
Products



**40+**  
Airports



**15**  
Countries



**3**  
Continents



**170** Million  
Passengers

TAV Technologies, a subsidiary of TAV Airports Holding which is a member of Groupe ADP, is a leading technology brand; designing, developing and implementing aviation services and solutions globally.

As a visionary technology solution partner and a master systems integrator; it provides total technology management, delivers best-in-class designs & turn-key integrated solutions it develops in its Research-Development Center and Innovation Hub.

The company covers all 3 main streams of information technologies in one company; in-house software product development, contractor for complex ICT projects and IT operations management & consultancy.

Its Smart Airport concept creates high satisfactory experience for passengers, airlines and airports by taking full advantage of the latest technologies and innovations.

It is recognized and trusted globally for 24/7 Operation and Support, state of the art design, installation, configuration and integration for Airport IT & Building Technologies with its agile teams. It provides services in line with internationally accepted ITIL, COBIT standards and has a wide business partnership network with leading companies in the industry. It has also been accredited by the ISO 9001 Quality Management System and ISO 27001 Information Security Management System certificates.



WE ARE IN  
**3 CONTINENTS AND  
15 COUNTRIES!**

*For more*

**Contact us!**



Website

## Other Offices

**Turkey** - Istanbul, Izmir, Ankara, Bodrum; **Netherlands** - Amsterdam; **Tunisia** - Enfidha;  
**Macedonia** - Skopje, Ohrid; **Kazakhstan** - Almaty; **United Arab Emirates** - Abu Dhabi;  
**Saudi Arabia** - Madinah, Riyadh, Dammam; **Qatar** - Doha; **Georgia** - Tbilisi, Batumi

tavtechnologies.aero



Ayazađa Mahallesi,  
Azerbaycan Caddesi,  
2C Blok No:3L  
No:3 Sarıyer / Istanbul



+90 212 463 30 00



corporate@tavtechnologies.aero



/tavtechnologies



/company/tav-technologies



/user/TAVBilisim