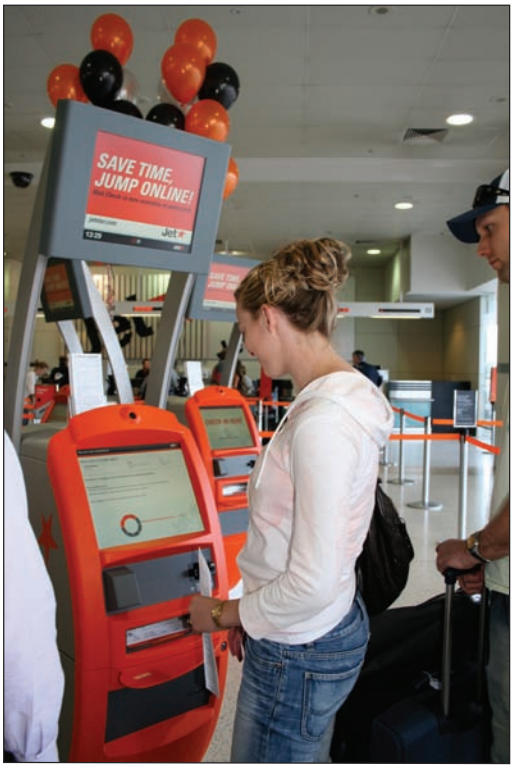
e-access

Self-Service for Airlines and Airports – N Series

Two new models join the proven N Series family

- Installed in more than 30 international locations
- Replacement for the proven N1 and N2 models at a lower price point
- Flexible design supporting the most common devices for passenger check-in and ticketing
- Anticipate future developments with field upgradeable features
- Modular design for both free standing and countertop models
- Two standard models:
  - N6 – countertop
  - N7 – freestanding
- Colour and silk screening options available to meet brand guidelines
- Deliver thermal 1D and 2D boarding passes
- Backed by IBM's proven IATA CUSS certified middleware
- Capable of using IBM NetCDS to enable web applications
- Backed by IBM's Kiosk Manager monitoring software



Passenger using Jetstar's new N7 Kiosk

Airline passengers are increasingly anxious about hectic schedules and shortages of time. Concerns about travel have widened from competitive prices and the amount of legroom and service, to crowded airport facilities, long queues and delays. Their experience includes the time spent in the terminal, no longer solely the time spent in the air.

With a great range of affordable self-service kiosks, outstanding software, and proven applications and services, IBM is the one-stop provider who can help you make a difference. A difference that passengers will notice, that will win their business before the plane even takes off.

Giving everyone what they want

What *passengers* really want is fast, seamless transit through airport facilities. To quickly and easily check-in, select or change seating and receive their boarding pass. To check their bags and verify their frequent flyer status. All in one stop.

As an airline, what *you* want is to reduce the cost of the check-in process. To reduce the queues for your customers. To make self-service become the channel of choice for the majority of passengers.

As an airport, what *you* need is to conserve space. To serve more passengers without adding check-in counters. To reduce congestion and help agents in the airport by supporting irregular operations in your gate area. To offer more applications with very little cost.

IBM can do all of that. We can create the 'win-win' for you and your passengers.

Customers for the N Series do include both airlines and airports. The first customer for the N Series was Copenhagen Airport in 2004.

The flexibility of design and ease of upgrade, tightly coupled with the IBM Common Use Self Service (CUSS) middleware and monitoring software makes the new N Series models ideal products for installation. With IBM's NetCDS product, you can add to the applications supported, by enabling web applications.

Plus,

IBM is a thought leader with the IATA CUSS implementation standard, so your investment with IBM and self-service will have long term protection.

and…

We are delivering solutions with a large number of your colleagues, both airlines and airports, in the travel industry. We have a lot of ideas on improving the passenger experience. Come and join us.

An IBM Self-Service Solution delivers a robust, high-quality, CUSS capable, self-service product to your passengers.

IBM e-access and Self-Service Kiosks

IBM's N Series air travel kiosks are installed world wide with over 30 customers including British Airways, Air Canada, JetBlue, Alitalia, Jetstar, KLM, McCarran Airport, Copenhagen Airport, Zurich Airport, Toronto Pearson Airport and Amsterdam Airport Schiphol.

We have expanded upon a great product with new kiosk models designed to provide more options and flexibility at a better price. Building on the success of the N Series range, the key to these new models is tight integration with IBM CUSS middleware and IBM monitoring software.

Our kiosks check-in thousands of passengers per day.

Features of the IBM Self-Service Kiosk:

- ***Designed to meet your application needs today and tomorrow*** ~
- ***Standard devices*** ~ 17" LCD with Surface Acoustic Wave (SAW) touchscreen technology, standard PC that allows for easy upgradability, DIP card reader (smart card enabled), standard 8" wide thermal printer (capable of printing pages from 3" to 11" long) and integrated sensors for doors, locks and paper paths.
- ***Optional devices available*** ~ 2D Barcode scanner, bagtag printer, insert passport reader, full-page passport reader or e-passport reader and overhead signage.
- ***Accessibility features*** ~ IBM can leverage best practices and implement features such as specialized keypads/keyboards, headset jacks and text-to-speech output to help maximize kiosk usability for those who have various disabilities or impairments.
- ***Software Platform included*** ~ Windows XP Operating System, fully CUSS V1.1 compliant platform, IBM Consumer Device Services and integrated diagnostics.
- ***Remote monitoring of kiosks*** ~ using IBM Kiosk Manager.

A choice of kiosks backed by IBM Consumer Device Services and IBM Kiosk Manager.

Greater Toronto Airports Authority (GTAA)

Canada's busiest airport is providing a new level of convenience by installing advanced self-service check-in kiosks for travellers departing from Terminal 1.

Sixty new common-use (CUSS) kiosks have been installed at the brand-new Departures hall of Toronto Pearson's Terminal 1. These kiosks are located in a common check-in area and may be shared by as many as 15 airlines. Another 32 kiosks are destined for Terminal 3 operations later this year.

"ARINC and IBM Canada worked very diligently to deploy these kiosks for us, and provided a whole range of mechanical and electronic interface solutions," stated Gary Long, CIO and Vice President IT and Telecommunications for the GTAA. "We greatly appreciate their efforts and full cooperation in completing this very complex project ahead of time."

John Segaert, Air Canada General Manager in Montreal, stated, "We are very satisfied with the reliability of the new kiosks, and the system is helping significantly with transborder passenger flow."

The new units offer 2D barcode printing and scanning to reduce operating costs and handle new applications.

Common Use Self-Service (CUSS) Standard

Though CUSS was initiated by the airline industry to minimize the number of single vendor kiosks, there are implications for all businesses with e-transaction potential. Using standardized hardware and applications allows your passengers to use a single kiosk for multiple vendors.

For example, they can make car rental reservations from the airport's kiosks.

The ability to provide a CUSS platform is based on the capability of the kiosk middleware. This is where the IBM family of products scores, hands down. Our product, IBMCUSS, is out there working with a large, and growing number of airlines and airports.

IBM Common Use Self Service Platform (IBMCUSS)

The IBM CUSS middleware components offer:

- Full separation of the application from the hardware in the kiosk
- Customizable applications
- Emerging technologies
- Problem notification of both device and application status
- Diagnostic kiosk support

Jetstar N7 CUSS kiosks at Melbourne Airport

IBMCUSS drives high availability. IBMCUSS eases application development.

Kiosk Management Services and IBM Kiosk Manager*

IBM Kiosk Manager is a must if you have a network of kiosks. IBM Kiosk Manager provides remote systems management and monitoring capability right from the time the self-service kiosks are rolled out.

IBM Kiosk Manager provides a number of services, including:

- *Real-time device monitoring* ~ Every device in the kiosk must work. If there are any problems, you want to know immediately. IBM Kiosk Manager provides alert information and the ability to monitor devices remotely.
- *Link to Corporate system management platforms* ~ IBM Kiosk Manager can link into your corporate systems management software of choice (Tivoli, Netview, Openview, etc.).
- *Application statistics gathering* ~ The information you need, to know how your kiosks are being used and by whom, is stored for report generation and analysis.
- *Scheduler support* ~ IBM Kiosk Manager allows for commands to be scheduled and executed at the kiosk at times selected by you.
- *Web enabled viewing* ~ IBM Kiosk Manager provides support access to view your kiosk network remotely, which helps drive availability and usage.
- *CUSS capability* ~ IBM Kiosk Manager separates the public (platform provider) and private (application provider) event information for analysis. IBM Kiosk Manager can manage all of your kiosk activity, both CUSS and non-CUSS.

*For more information on KM, ask to see our 'IBM Kiosk Manager' brochure.

IBM Kiosk Manager does more than just manage the day to day operation of your kiosk application. It provides the information you need to make smart business decisions.

British Airways

British Airways has been at the forefront of self-service for over 12 years. In 1995, they started providing check-in kiosks to their customers and since then, they have deployed over 220 IBM kiosks.

For British Airways, self-service has been a significant success. By 2003, check-in times for customers were down to under a minute with 190 new self-service kiosks at Heathrow and across its European destinations.

As of April, 2006, British Airways adopted processes to encourage self-service check-in for passengers on UK domestic flights. The move was BA's first step towards simplifying procedures and upgrading facilities, ahead of its move into the new Terminal 5 at London's Heathrow Airport.

The move into the brand new, British Airways-dedicated Terminal 5 at the end of March 2008 will revolutionise the way that passengers experience air travel. Terminal 5 has been designed to make the customer experience quicker and simpler by using a special 'flow through' layout at check-in.

Departing customers will enter the terminal across glazed sky-bridges from the drop-off points and car park. Customers will move forward in a logical way through check-in and security, and through to their gate. They will be able to choose whether to check-in online from home or to use one of the 96 IBM check-in kiosks.

Having checked in, customers are able to move forward to one of more than 90 fast bag drop desks to drop off their baggage before proceeding forwards to departures and security.

New British Airway Kiosks in Terminal 5 at London Heathrow Airport

Customer service staff will be on hand to help any passengers who are unfamiliar with the check-in kiosks. The airline is aiming for 80 per cent of customers to use either online check-in or one of the check-in kiosks at the airport.

Many Channels, Many Passengers

Passengers are increasingly seeking self-service options that are easy to use, accessible and efficient. IBM is working with travel providers to help them meet their passengers' objectives.

For some, this means focusing on an application that can be delivered at a kiosk. For others, self-service means more than kiosks.

Often the requirement includes integration of a number of channels. Passengers may start the process on the web but complete it at the kiosk. Or, they may have their transaction processed by an agent with a wireless device.

Our approach is to build the application flow once and deliver via many channel types. We have in place the tools to help do that. Come and talk to us about how we can help you deliver self-service to your passengers.

Further Information

For further information on IBM e-access solutions, please visit www.customerfacingsolutions.com/offerings/offering_kiosk.html or send an email to eaccess@ca.ibm.com

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