



# Lufthansa Industry Solutions

## Location Tracking

### Individual Services and Process Optimization

Each guest is different and what makes them happy is different. With the increasing competition in the hospitality industry, our customers are continuously looking for ways to enhance the individual travel experience of their guests, while improving their own productivity. This might be challenging. Luckily today's highly advanced technologies enable us to combine guest-facing IT Solutions with enhanced and targeted services and slim down business processes in parallel.

**Location Tracking at a glance**

- Create systems that track either guests or moveable inventory
- Individualize Guest Services on demand
- Optimize Safety and Operations Processes
- Technology independent concepts according a customer's specific use cases

#### Location Tracking

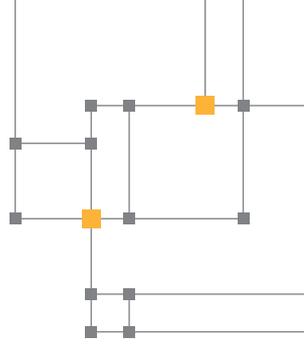
Location tracking is not one single technology. Rather, it is the convergence of several technologies (e.g. bluetooth low energy, RFID, NFC, iBeacons, WiFi) that can be merged to create systems that track either guests, their luggage or any kind of moveable inventory. It ensures a very detailed picture of where guests, their luggage or a ships inventories are, where they go and with whom they spend time with. When using this information, a range of additional use cases can be supported: sending your guests 1:1 messages and targeted information – wherever and whenever they need it, or optimizing safety and operational processes (e.g. mustering and embarkation, check in processes or access controls). There are plenty of new technologies for each use case. Let us support you to make them practicable for you!.

#### Services on demand

With the main focus on their guests, our customers use tracking technology to combine guest location information with their guest-facing IT solutions (e.g. mobile Apps, public screens). This enables them to provide their guests with individualized and targeted guest services on demand – wherever and whenever they might need it.

Send personalized messages to guests to inform them immediately about activities, when they are near by a location or to provide guests with suggestions tailored to their preferences – considering the actual time: "Hey George, good to see you in the bar – get your free Coke now." Or deliver requested services to guests later – considering their time of arrival at a specified or unspecified location: "Please deliver me my favorite drink (later), when I reach the bar."

On board guests can also be informed about the location of their family, friends or kids. "Where are my friends?" As well as provided with targeted advertisements alongside their way to a specified location (Wayfinding & Hotspots).



## Access and Room Control

My home is my castle. As soon as guests arrive at the ship, they are automatically recognized. They can go straight to their rooms – without checking in or accessing any additional application on site. Bluetooth low energy elements or the mobile keycard functionality allow guests onsite to open their rooms without searching for their room keys. Seamlessly entering their rooms, like they do it at home.

By linking room control and location tracking technologies it also becomes possible to change room states according to a guests location. A guest being outside the room (e.g. lying at the pool deck or joining a shore excursion tour) automatically sets the temperature to a predefined level, shuts off the TV and the lights or sends a notification to the facility management “please clean my room now.”.

## Safety First

While mustering and embarkation guest tracking enables ship operations to exactly know the location of each guest: Where they are missing, where they go and when they arrived at the right tender boat. Safety processes can be handled more securely and efficiently.

Besides guest tracking moveable inventory can be tracked as well. Use Cases for Inventory tracking extend from tender boat tracking, to furniture, telephone systems or valuable articles tracking.

## We support the following technologies

- Bluetooth low energy elements,
- mobile phone tracking,
- RFID,
- NFC,
- WiFi and
- iBeaconing

