

EVERY STEP OF THE JOURNEY HAS THE POTENTIAL TO DELIGHT OR FRUSTRATE TODAY'S HARRIED TRAVELER. THAT'S WHY OLEA KIOSKS INVESTS SO MUCH TIME, CREATIVITY AND WORK INTO ITS TICKETING AND SECURITY KIOSKS.

## Kiosks: A Turbo Boost for Public Transportation

FOUR CASE STUDIES ON THE ROLE OF SELF-SERVICE IN TICKETING, TRAVEL AND SECURITY

Kiosks and the transportation industry are a natural fit: Large numbers of people need to quickly conduct transactions that are mostly simple and uniform in nature, all in the context of an industry whose margins are squeezed by unpredictable fuel prices, weather, terror concerns and travel trends.

What better way to meet such challenges than with a reliable, well designed and well programmed kiosk? Impervious to impatient users. Comfortable repeating the same task time after time without getting bored. Able to learn new moves in no more time than it takes to process a download. Willing to work 24 hours a day with never a request for overtime.

No wonder self-service saw its first mass deployments in airports after 9/11.

For airlines and other kinds of carriers, the forces that made kiosks attractive 15 years ago are still at play today, perhaps even to a greater extent. More people are flying than ever before, and other modes of transportation are busy as well. At the same time, security restrictions are getting tighter, resulting in longer lines, while ticket-buyers are ever less tolerant of a system that some say is fraying at the edges.

The trend is evident even at the local level. According to a study last year by the Project for Public Places, Americans

made 10.7 billion trips on public transportation in 2013. Representing a 37 percent increase over 1995, the number of trips was at its highest since 1956, when American culture began its push toward suburbanization and the ritual of the solo daily commute in a car caught on. What's more, said the study, the number of miles Americans travel in cars or trucks is down nine percent in the last decade.

That's a lot of people needing tickets, check-in information, route data, bags checked and more. In other words, that's a great deal of opportunity for facility managers to explore self-service kiosks. When they do, they should consider starting with Olea Kiosks.

Olea is a major provider of self-service to the transportation sector. Its kiosks have been located with strong results in airports and train stations, nationally and internationally, and even on cruise ships. Taking its experience in handling other high-volume uses in QSRs, venue ticketing and casino gaming, Olea has developed robust solutions that have as common themes increased ROI and improved customer experience.

Following are four case studies where Olea has partnered with carriers or facilities to bring simplicity, reliability and efficiency to travelers and the companies who move them.

# VIA Rail Kiosk

OLEA KIOSKS' EXPERIENCE BUILDING RUGGED KIOSKS HELPED THE VIA RAIL DEPLOYMENT ACHIEVE AND MAINTAIN 99 PERCENT UPTIME



## KIOSKS HELP PUT CANADA'S VIA RAIL ON THE RIGHT TRACK

Partnering with Montreal-based iGotcha Media in 2013, Olea Kiosks began the rollout of 33 kiosks in 23 VIA Rail stations across Ontario and Quebec.

The kiosks were designed to increase the efficiency of more remote stations where lighter passenger volume didn't warrant full-time staff, as well as expedite service at peak times at busier hubs.

Olea designed the kiosks to accommodate purchasing and printing train tickets and weighing baggage, while also providing easy access to a full schedule of train service. Each unit also was equipped with a telephone handset with direct access to live VIA Rail support staff. Full compliance with the Payment Card Industry and Canadian Standards Association was met through premium card readers.

Owing to the quality materials, engineering and iGotcha Media software, the kiosks achieved 99-percent uptime. Phase I was so successful, in fact, that Olea developed a custom unit for the deployment, replacing the inaugural turnkey unit, to make the most of the obviously strong potential for success.

"We are proud of the reliability, ease-of-use and efficiency of our self-service kiosks and hope to see our technology evolve into a transportation industry standard," said Greg Adelstein, president, iGotcha.

VIA Rail is Canada's national rail passenger service, operating intercity, regional and transcontinental trains linking 450 communities across Canada. It safely transports nearly 4 million passengers annually.

# DFW

## OLEA HELPS MILLIONS FLY THROUGH DFW

From 2001 to 2011, the number of passengers flying in and out of the United States increased by 117 percent. In the aftermath of 9/11, processing those passengers through new security protocols took considerably more time, and as a result, any international journey that originated or concluded at an American airport suddenly became much more arduous.

For the operators of Dallas/Fort Worth International Airport, the long lines, missed connections and complaints from the community were creating tremendous pressure—all of which was made worse by the budget sequestration of 2013 and its reduction of the number of TSA agents that were available to help validate IDs.

Airport executives knew that an off-the-shelf unit would be insufficient to provide relief. Instead, they partnered with self-service experts to design and build a complete, end-to-end custom solution to speed the processing of passengers. For software, they engaged with Plano, Texas-based software firm Precocity, which in turn sought hardware design and manufacturing fulfillment from Olea Kiosks.

The resulting kiosk, the Automated Passport System, featured multiple verification tools, including fingerprint scanner,

passport scanner and facial-recognition capability. Also included were headphone jacks (for ADA compliance), printer and the ability to customize colors to match airport brand standards.

More than 100 of the mission-critical units were installed beginning in 2014, and the results were impressive. In comparable year-over-year measurements, before and after deployment, wait times have decreased 42 percent while at the same time traffic increased 15 percent.



After DFW installed the Olea-engineered Automated Passport System, international passengers saw a dramatic decrease in wait times, from 32.5 to 18.8 minutes.

# CLEAR

## REALIZES VISION OF FAST SECURITY WITH SELF-SERVICE

CLEAR, a privately owned provider of fast-track security clearance at multiple airports and other public venues across the United States, wanted a trusted partner with significant travel experience to develop the end-user hardware so vital to its customer experience for air passengers.

Similar in concept to TSA PreCheck, CLEAR does an initial kiosk-based qualification/enrollment of the passenger, who pays a yearly fee, and then allows him to “sign in” at a kiosk, triggering CLEAR staff to escort the passenger past the initial check point and straight to screening.

After consulting and advising CLEAR, Olea designed two models, one for program enrollment and one for verification.

In common they have maximum, all-aluminum durability to withstand the fast-paced environment of an airport, where suitcase-body blows are meted out to man and machine alike. Both run on Microsoft tablets and feature scanners for IDs, including passports, and the user’s iris. The enrollment kiosk, however, features a larger scanner to scan whole palms

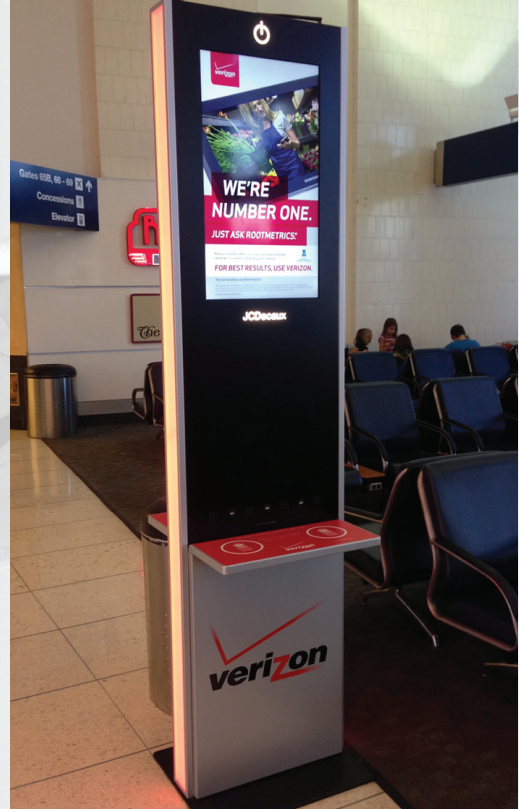
and determine which finger renders the best print to be used later on the fingerprint scanners on the verification kiosks. The kiosks can be set up free-standing or bolted down.



Olea designed the kiosk for high space efficiency and a low price point. This allows CLEAR to maximize floor space as they expand into airports across the United States.

# JCDecaux Charging Station

JCDECAUX WAS EXACTING IN THEIR AESTHETIC REQUIREMENTS, REQUIRING OLEA KIOSKS TO EMPLOY ALL ITS INGENUITY. THE END RESULT WAS A KIOSK AS ELEGANT AS IT WAS FUNCTIONAL.



## OLEA POWERS CELLPHONE CHARGING KIOSKS FOR JCDECAUX

Not all travel kiosks play a key role in helping passengers get from Point A to Point B, but that doesn't mean they aren't critical to their users regardless. Consider the cellphone charging kiosk. When a traveler doesn't need it, the kiosk is (ideally) an aesthetically pleasant medium for advertising or public-service announcements. If that traveler's iPhone or Android device is running low on battery, however, they are an oasis of hope, a ray of light in the darkness of a potential power-down. Being out of juice is troublesome enough at home, but at a terminal miles and hours away while on the road, it can mean serious complications to the trip.

Enter JCDecaux. The French provider of out-of-home advertising solutions is one of the largest companies of its kind, providing premium bus-stop advertising systems, billboards, public bicycle rental systems and street furniture across the United States and Europe. When it wanted to develop a deployment of cellphone charging kiosks with OOH placement opportunities that would look as great as they functioned, they contacted Olea Kiosks.

The experience of working with the famously quality-driven company was "pretty wild," said one Olea team member who was involved with the project. To start, JCDecaux provided Olea with only one image to serve as guidance for Olea's design. What the company returned impressed JCDecaux officials, who gave Olea the project even though it maintains a complete engineering department of its own.

"They loved it," the employee said. "Our level of attention to detail matched their own. It was clear to them that we

operated with the same mindset."

The project presented engineering challenges not only in functionality, but also look-and-feel. The final dual-sided kiosk measures 8 feet tall, with 32-inch monitors on both sides. Also on both sides are four 110 AC outlets, three USB outlets, and two Qi pads for contact charging. The sides are ½-inch thick Plexiglas with RGB LED lights able to be set to various colors to match airport colors or the brand standards of whichever advertiser has placement on the ad panels. They can also be programmed to flash or not flash.

In the end, the electronics were so sophisticated that Olea engineered in breakers and a breaker bar and two 20 amp power inputs, one for the charging outlets and one for the digital components that make the kiosk work.

Despite the number of components, JCDecaux was adamant that the kiosk be no more than 20 inches wide and 4 inches deep. Furthermore, no locking or securing mechanisms of the kiosk itself could show. Anywhere.

"The company didn't want entry bolts to be visible. Period," said the Olea representative. "Even people who might view the top of the kiosk as they are coming down an escalator shouldn't be able to see them. It took some inventiveness on our part, but we pulled it off."

Working with Olea, JCDecaux has deployed more than 300 of the charging kiosks across the United States.