Help improve the traveler experience from the curb to the gate.

Help streamline the travel experience, enhance security and manage costs with insights from 5G Edge Crowd Analytics.

Airports and transportation hubs face serious challenges around maintaining security and managing increasing capacity, all while preserving economic sustainability, deploying new technology and elevating the traveler experience. 5G Edge Crowd Analytics can help.

Powered by Verizon's 5G and mobile edge computing, Verizon 5G Edge Crowd Analytics is a software-as-a-service, artificial intelligence (AI)-driven platform that helps airports and transportation hubs know more about how, where and when travelers are using their facilities. Analyzing and interpreting crowd movement patterns can uncover valuable insights. The solution leverages Verizon's 5G and edge computing to power LiDAR and Wi-Fi object-tracking technology for crowd analytics that can help you understand, predict and guide traveler movements.

By revealing traveler behavior, 5G Edge Crowd Analytics helps improve operational efficiencies. It can assist you in predicting and responding to traveler movement so travelers can get through security safely and quickly. The result: Travelers can have a better experience, spending less time in line and potentially more time in your retail areas.

Verizon uses a three-tiered platform to help guide your facilities along the path of data and digital transformation.

IO Connect allows transportation hubs to build a holistic view of the traveler experience and the factors that influence it by unifying data sources, including LiDAR, Wi-Fi, cameras, point-of-sale systems, customer relationship management, digital signage and airport mobile applications. You can also pull reports from other data sources, such as advertising networks and websites. With richer data sets, you can better understand how context affects behaviors and attitudes to help improve digital and physical experiences.

IO Insights enables you to better understand what's happening within your terminals to help create better spaces with AI-driven data visualization. Powerful historical, near-real-time and predictive data analytics; reporting tools; and notifications give you the insights to help enhance operations and drive a better traveler experience.

IO Engage provides transportation hubs with sophisticated, automated content delivery tools for data-driven, omnichannel marketing, advertising and information campaigns to help influence traveler behavior and engagement.

How 5G Edge Crowd Analytics works

5G Edge Crowd Analytics uses an AI-driven platform to unify airport data sources, including LiDAR, Wi-Fi and cameras, to give you the insights you need to meet the moment. With a near-complete view of your travelers, from the curb to the gate as well as in parking and baggage pickup, you'll have data on queue length and wait times, guest movements and flow patterns, color-coded heat mapping, and density thresholds and alerts.

5G Edge Crowd Analytics helps:

Improve curb to gate times. Visualize the path travelers take to get to their gate, with insight into queue length, wait times and areas of congestion.

Optimize parking. Enhance parking design based on historical trends to help reduce wait time for travelers; incorporate license plate recognition and vehicle type analysis to help improve security and limit curb vehicle idling.

Manage crowds. Predict and prevent congestion with near-real-time data analytics to help maintain safe occupancy levels and traveler flow; minimize the effect of incidents with near-real-time alerts.

Monitor wait times. Track queue times at security checkpoints, customs, gate arrivals and departures—even lines for bathrooms. With insight into congestion across the airport, help direct and divert travelers with digital signage to keep people moving.

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5G edge

Do more at the gate. Optimize gate schedules with predicted lead times. Map common curb-to-gate journeys and send targeted gate change notifications. Drive waiting travelers to retail and build a traveler database with guest Wi-Fi.

Measure traveler sentiment. Send surveys to travelers automatically based on their location, profile and unique journey through the airport over email, text or Wi-Fi Captive Portal via IO Engage.

Drive the retail experience. Create unique traveler profiles with data and deliver targeted retail offers to promote amenities and services via Wi-Fi, messaging, mobile apps and email.

Make smart asset placements. Use analytics to determine the best place to put information screens and kiosks, e-passport and biometric scanners, advertisements, common-use equipment, luggage trolley bays, and ticketing systems.

Verizon 5G Edge solutions

5G Edge Crowd Analytics is just one of our 5G Edge solutions designed to help intelligent transportation hubs:

Leverage innovative technology to transform the airport and traveler experience while potentially enhancing profitability by enabling travelers to spend more time in retail areas.

Improve the safety and security of the airport while accelerating operational efficiencies, thanks to near-real-time performance and optimization at the edge.

Why Verizon?

Verizon is the most awarded brand for Wireless Network Quality[1] and America's most reliable 5G network.[2] Our network has massive fiber and small-cell deployments for reliability and performance. From 4G LTE to 5G Ultra Wideband, our coverage reaches nearly everywhere across the country.

Reach out

To find out how 5G Edge Crowd Analytics can help you improve the traveler experience, contact your Verizon Government Account Manager.

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