

Passenger Terminal EXPO 2010

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THE 16TH INTERNATIONAL CONFERENCE AND EXHIBITION FOR PASSENGER TERMINAL
DESIGN, MANAGEMENT, SECURITY AND TECHNOLOGY

MAXIMISING BAGGAGE PERFORMANCE



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WEDNESDAY 24 MARCH 2010

**MAXIMISING BAGGAGE PERFORMANCE WITH
INNOVATIVE TECHNOLOGY**

**Welcome to the session and introduction –
Conference Chairs**

Customisation is the name of the game. No airport is made in the same image: we all have special baggage processing requirements. The transformation of terminal operations by delivering technological innovation allows you to improve your operation, reduce costs and increase your revenue. Airports and air carriers are working together to develop modern solutions, and our speakers will show you how it is done.

11.30-11.35

**CHAIR: Brian Keene, Director Airport Services,
Continental Airlines, USA**
**CHAIR: Robert Smallback, President, Robert C.
Smallback Consulting Inc, USA**

11.35-12.00

**Mark van Gaalen, Strategic Consultant, Amsterdam
Airport Schiphol, Netherlands**
**Increasing airline satisfaction with RFID at
Amsterdam Airport Schiphol**

Amsterdam Airport Schiphol handles between 120,000 and 160,000 items of baggage on a daily basis. In order to handle those numbers more cost-effectively and at a higher level of quality, Schiphol and home carrier KLM are employing RFID labels attached to a portion of checked-in baggage. This presentation will show the position of RFID in baggage handling at Amsterdam Airport Schiphol, and the way this technology will help airlines and the airport improve their baggage handling processes. Future uses of RFID at Amsterdam Airport Schiphol and KLM's 70 MB Programme, which, in the long term, plans to have the capacity of handling 70 million pieces of baggage each year, will also be covered.

12.00-12.25

**Roy Sebastian, Associate Vice President - Airport
Systems, Delhi International Airport, India**
**Challenges during the implementation of the
baggage handling system at New Delhi International
Airport Terminal 3**

Roy Sebastian reports first hand the challenges met during the implementation of the BHS at Delhi International Airport. Delhi's spanking new Terminal 3 at India's hub airport uniquely features a BHS with combined in-line security and customs screening of inbound and outbound bags. Terminal 3 is being developed and is scheduled to be operational by mid 2010 to cater for the Commonwealth Games. It will feature the most modern facilities, state-of-the-art technologies and advanced systems ever implemented at an Indian Airport. The presentation will discuss the approach and strategy to achieve timely implementation with challenging requirements, including: methodology of tracking Security and Customs bags on the same conveying lines with centralised reconciliation location by usage of unique identification and tracking codes; preparations for CT scanning process of TSA bags; detailed insight into operational readiness trials; tips for how to deal with tricky contractors.

12.25-12.55

**Dimitris Bountolos Montabes, Madrid-Barajas
Airport Deputy Director, Iberia Airlines, Spain**
Juan Puertas, BHS Engineer, AENA, Spain
**Iberia and Aena CDM implementation over the
Terminal 4 BHS**

In the current market situation it is more necessary than ever to align all efforts and implement CDM strategies mainly over the hub airports. In this presentation a shared team formed by Iberia and Aena describes all the improvements and operational agreements implemented and still at a development stage in one of the biggest BHS in Europe, since it was inaugurated four years ago. The presentation will also discuss synergies and new functionalities in order to continuously reduce the missing baggage and improve the quality perception of all passengers.

12.55-13.15

**Eric Youngquist, Manager - Claim Area Management,
United Airlines, USA**
Baggage service automation

United Airlines has recently deployed industry-leading technology in the baggage claim areas at 17 major airports in the USA. The kiosks enhance customer self-sufficiency by allowing guests to check on the status of their luggage and, if delayed, choose from one of several options to reunite the

luggage with the customer. The multi-million dollar project is the culmination of four years of planning, development and deployment, and was justified on the grounds of improved customer service and financial payback. The presentation will provide the participants with an insight into how the planning, development and deployment of a complex, multi-year project is successfully completed in a large, customer service-based company.

13.15-14.15

LUNCH in the delegate dining area of the exhibition hall

14.15-14.40

Alexandre Bradley, Development Leader, BAA, UK
Advanced airport baggage system operations

The presentation will examine existing departures and transfer baggage processes and technologies; push and pull operating models; future baggage system operational opportunities; ULD movement and baggage processing technologies. It will be invaluable for airport designers embarking on the development of new or replacement airport baggage systems, and airports and airlines looking to understand the opportunities that exist to improve baggage systems performance, operating cost reduction opportunities and baggage product improvements.

14.40-15.10

Jim Rogers, Stations and Self-Service Manager - Dublin Airport, Aer Lingus, Eire
Robert Chan, Self Service Lead, IBM Canada Ltd, Canada

Self-service express bag solutions

With the success and penetration of self-service check-in, airports and airlines are evaluating the possibilities of improving and reducing the cost of the bag drop process. With the introduction of baggage fees by piece or weight, the complexity increases, as does the occurrence of customer/agent disputes. Can a self-service bag drop solution alleviate the issues while achieving incremental revenue gains? Can the process be user friendly to minimise transaction time and failures? This is a joint presentation with Aer Lingus about its self-serve bag drop solution in Dublin Airport. Discussion topics will include the

business case, user experience and airport authority relationship, and will provide metrics on how the Aer Lingus self-serve bag drop is performing.

15.10-15.35

Bernd Rattey, Director IT Station Systems, Lufthansa German Airlines, Germany

Managing an increasing baggage system: interface and message complexity

To reach goals like support of IATA RP1800 and significantly reduce baggage-left-behind indexes, airlines have to support more and more baggage message types, handle higher baggage message volume, and flexibly interact with other airlines' and airports' baggage handling systems. The presentation shows how LH managed these issues by implementing a central baggage message broker. Inbound and outbound message routing can now be configured based on message type and content – independent of the data provider. Time to market of changing connections, adding more systems interfaces and technologies increases dramatically because no back-end system changes are required. The system is commonly used with other airlines.

15.35-16.00

Thomas Spiller, General Manager Operations and Contracts, Lufthansa (Terminal 2 Management Company), Germany

Partnership of systems

The aim of the presentation is to show the options that a unique partnership between airline and airport with respect to strategy, supply chain and project management can offer. Project example: best practice baggage handling at the conveyor facility in order to cope with constraints due to growth at minimum costs. The cooperation between airline and airport in planning, financing and operation of Terminal 2 generates benefits for passengers, airlines and airport. Best practices require constructive cooperation and transparency to ensure the integrated approach. In this respect the joint venture has already been successful in winning the 2008 Skytrax Airport Award No. 1 in Europe once again. Learn from our innovative approaches concerning handling at the baggage conveyor facility.

16.00-16.15

REFRESHMENT BREAK

16.15-16.35

Christoph Arnaud, Head of Terminals & Access Control Business Unit, IER, France

From self tagging to self boarding: where are the benefits going?

In this presentation we will focus on feedback from recent implementations of self-tagging, self-service baggage drop-off, self scanning at security and self boarding. What are the benefits? Cost saving? High-value customer retention? Brand image? Reduction in capital investment? Simplified travel? We will analyse the impact of global and local regulations on the processes from the airline, airport and customer points of view. We will also draw comparisons with other industries that have implemented self service, and see how they accommodated their specific regulations.

16.35-16.55

Roel Reijnen, Managing Director, QuinTech, Netherlands

Quality is key – ever driven a car without brakes?

Non-quality in baggage handling is one of the two biggest dissatisfiers for passengers (next to overbooking) – what can be done about that? Prepare your baggage handling system for the challenges of the future plus trends, possibilities, examples, etc.. The presentation will offer a case study: results of pilot test at a major hub airport (achieving big improvements in quality) and what that could mean for the business of airports and airlines.

16.55-17.15

David Kennedy, President and CEO, Quantum Aviation Solutions, USA

Baggage tracking through SaaS: the next step

Baggage tracking and reconciliation have evolved over the last 10 years from traditional client-server architecture to web-based products and now software as a service (SaaS). The expansion of this model provides many opportunities for airlines and handlers to use baggage tracking in operations where it was previously technically or financially impossible. This allows airports and carriers to provide better security and customer service across their networks. Our discussion will provide an update on the latest commercial models and technology available to the

market with regard to baggage tracking and security. The focus will be on the use of off-the-shelf hardware set in more creative commercial models, to make the software available as a service and not just a traditional licence arrangement.

17.15-17.35

Philippe De Backer, CEO, Lödige Industries, Germany
Optimisation potential in baggage loading procedure

The immense physical effort involved in manual loading of baggage items has been known and documented for years. And yet, even in today's highly technical world, baggage is still being loaded manually at almost all airports worldwide. The result is that staff working in this area complain of the ill effects of extreme physical exertion, even after a few years. This situation was examined more closely within the framework of a thesis, with the goal of being able to develop an appropriate solution. The end of the study saw the construction of a mechanical loading aid able to model a loading procedure free of physical exertion, at the same loading rate. As a first step, the presentation will explain the current working situation as regards manual loading of baggage items. Secondly, the optimisation potential in this area of an airport will be presented and evaluated. The third and last step presents a solution approach that reduces the physical strain on airport personnel and optimises the entire baggage loading process.