

# *Airport*

# SMARTRA

Supporting your Smart Travel!



<http://smartra.net/e/>

- ✧ **For better Passenger Experience**
- ✧ **For innovative sales promotions**
- ✧ **For a low cost IT solution**

**T&TIS, INC.**

NOTE 1: the technology used by SMARTRA was patented in several countries. For more information, visit <http://smartra.net/e/faq.html>. NOTE 2: "SMARTRA", "the SMARTRA logo",

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## BETTER PASSENGER EXPERIENCE

SMARTRA computes a prediction and provides a traveler with not only the prediction but also beneficial information.

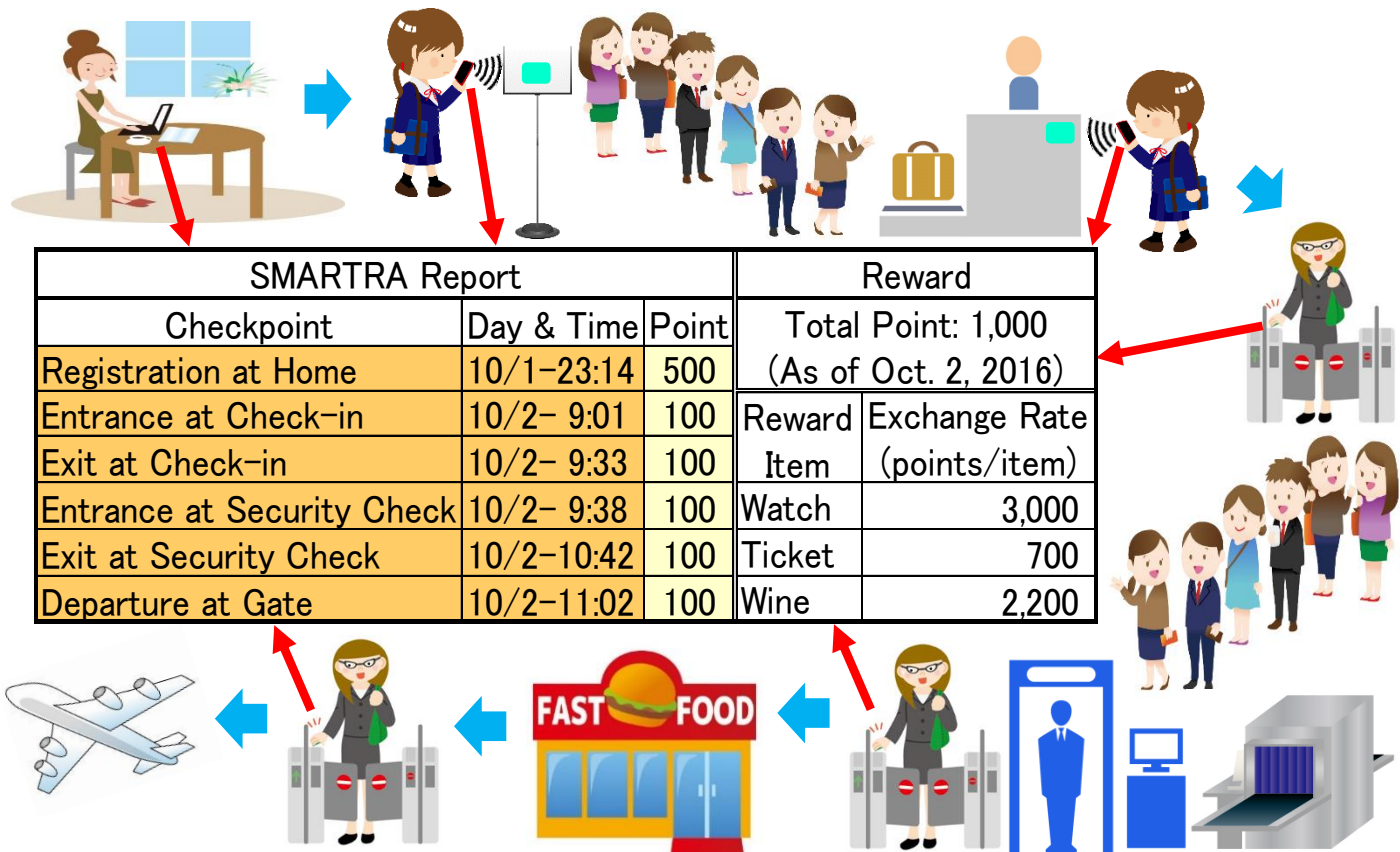


### Traveler's Benefits:

- ✦ The traveler can minimize or effectively use waiting time during his/her travel.
- ✦ The traveler can meet his/her partner(s) just in time.
- ✦ The traveler can get a bargain efficiently.
- ✦ The traveler can get a timely & special service.
- ✦ The traveler can save points and exchange the points for a reward.



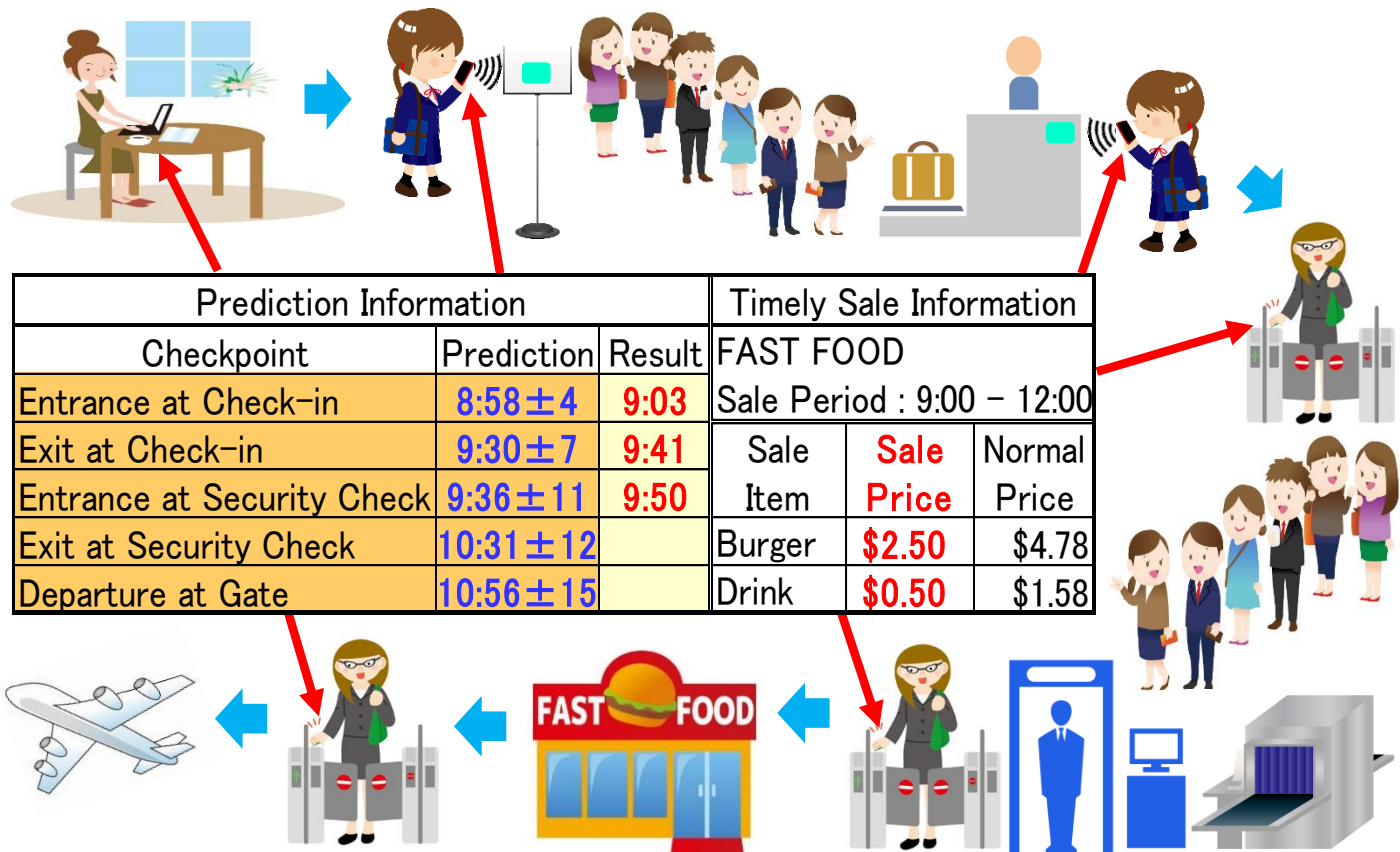
## SMARTRA Report & Reward



- i. A traveler completes User Registration.
- ii. The traveler sends his/her travel information at checkpoints by using SMARTRA Report.
- iii. The more SMARTRA Reports he/she sends, the more points he/she obtains.
- iv. SMARTRA provides the traveler with a coupon/goods as a reward in exchange for the points.
- v. SMARTRA obtains the coupon/goods from businesses.

**Travelers can obtain goods or service for free.**

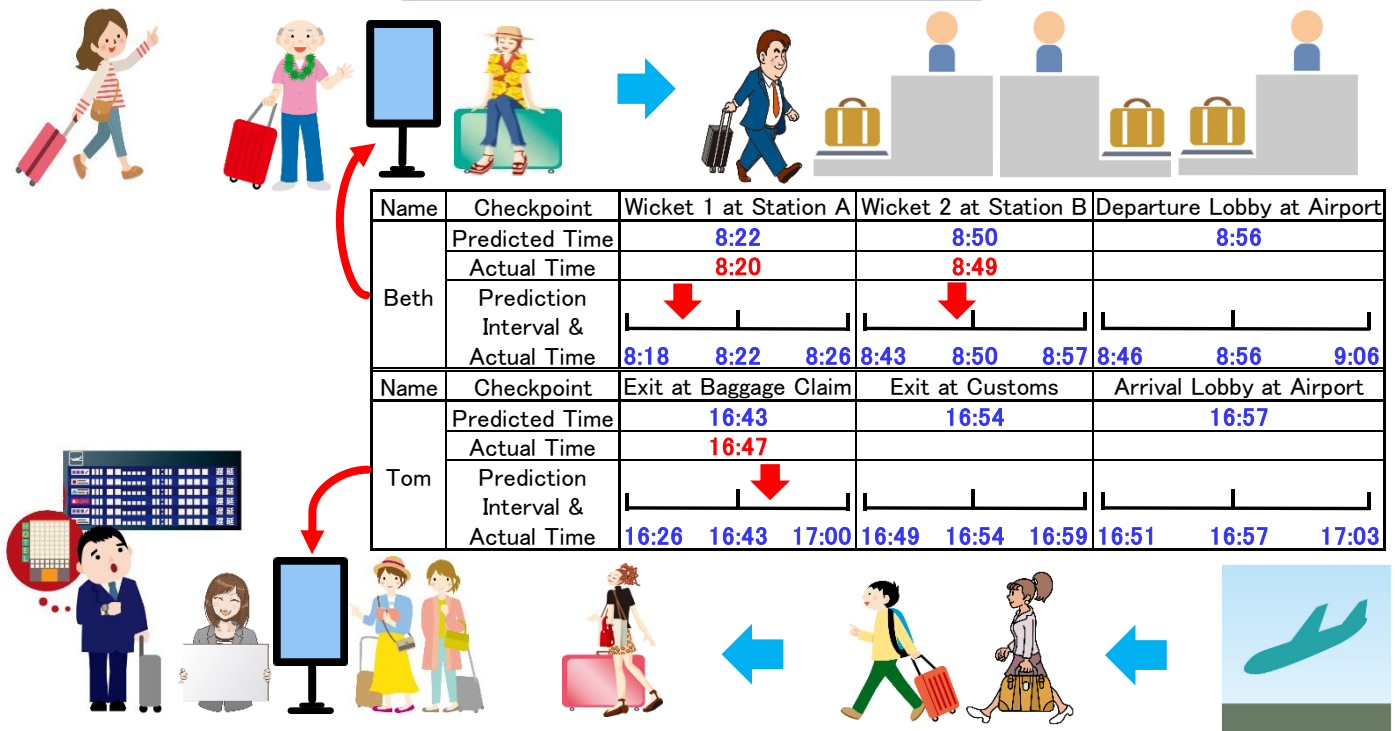
## Prediction & Timely Sale Information



- i. Advertisers input timely sale information into SMARTRA.
- ii. A Traveler inputs his/her itinerary and completes SMARTRA Setting.
- iii. SMARTRA sends him/her a passage prediction, his/her timely sale information and his/her passage result.
- iv. He/she learns his/her predicted passage time and the timely sale information expected to be held when and where he/she will pass by.

**The traveler can minimize or effectively use waiting time and buy economical goods/service.**

## Rendezvous Information



### A) Travel Information via Rendezvous Display

- A traveler selects a rendezvous display(s) at a rendezvous place when completing SMARTRA Setting.
- SMARTRA shows his/her passage prediction and passage result on the rendezvous display(s).

### B) Travel Information to a meeting partner(s)

- A traveler inputs the email address of his/her meeting partner(s) when completing SMARTRA Setting.
- SMARTRA sends the meeting partner(s) his/her passage prediction, passage result and timely sale information.

**The meeting partner(s) can learn the travel situation of the traveler and meet just in time.**



# INNOVATIVE SALES PROMOTION

## Timely Sale:

- i. Via SMARTRA, an advertiser provides timely sale info. for travelers who will pass by its store during its sale period.
- ii. Travelers are highly likely to visit its store.

**Because they will pass by the place close to its store, the cost to visit it will be very small.**

## Timely & Special Service:

- i. An advertiser provides travelers with its email address and timely & special service information via SMARTRA.
- ii. A traveler inputs the address into SMARTRA so that it can learn his/her travel prediction and passage result.

**The advertiser can expect traveler's arrival precisely and give him/her a special service.**



## LOW COST IT SOLUTION

- i. A business who wishes to improve accessibility and/or Passenger Experience sets NFC tags.
- ii. The business may install e-Gates.
- iii. Travelers use the NFC tags and/or e-Gates to send SMARTRA Report and get a prediction.
- iv. SMARTRA improves the accessibility and/or Passenger Experience.

**The business can exploit SMARTRA for free.**

System	Passenger	Checkpoint
SMARTRA	Smartphone with NFC	NFC tag / e-Gate
Plan A	Barcode	Barcode reader
Plan B	NFC Tag	e-Gate
Plan C	Iris, finger print, face, etc.	Biometric sensor





## EXPECTED USER (BUSINESS)

- ✧ Transportation Operators: airline, railway or bus, ship, freight operators, etc.
- ✧ Transportation Facilities: airport, station, bus stop, terminal, port, warehouse, post office, etc.
- ✧ Travel Industries: travel agency, hotel/lodge, rent-a-car, etc.
- ✧ Leisure Facilities: theme park, playground, golf course, ski resort, etc.
- ✧ Retailers: store/shop, boutique, restaurant/bar, beauty salon/barber, supermarket, etc.
- ✧ Public Facilities: TSA, CBP, federal, state or municipal office, etc.
- ✧ Companies: one having many employees or sales forces, etc.
- ✧ Medicine: hospital, clinic, pharmacy, etc.



## CONTACT INFORMATION



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