Cincinnati/Northern Kentucky International Airport Looks To Improve Passenger Experience With Lockheed Martin

GAITHERSBURG, Md., June 11, 2014 /PRNewswire/ -- Lockheed Martin (NYSE: LMT) has entered an agreement with the Cincinnati/Northern Kentucky International Airport (CVG) for the first full-scale installation of the company's airport passenger management technology in the United States.

Lockheed Martin's Chroma Airport Collaboration Database (ChromaACDB)is a system of technologies that helps airports see how passengers move through their terminals so they can understand and improve the travel experience. BlipTrack, a part of ChromaACDB, is a completely anonymous way of monitoring passenger throughput times using mobile device signals to measure time between points through the airport.

The company is working with the airport to implement a system that provides passengers with real-time information on throughput times in key areas such as security, allowing them to plan their journey through the airport.

The technology will also help the airport deliver on key passenger experience initiatives in conjunction with the Transportation Security Administration (TSA).

"The BlipTrack technology benefits both passengers and the airport team as it allows them to see, in real time, where potential queues and pressure points are and provide proactive planning of the situation to improve service," said Martin Bowman, director of Global Airports for Lockheed Martin. "Knowing where there is congestion allows passengers to avoid lines – so they can spend more time shopping or relaxing in the airport. This is all about improved collaboration between the airport, airlines and TSA for the enhancement of the passenger experience."

The new technology follows a recent overhaul of the screening area, also intended to improve the passenger experience at CVG.

"We are working closely with the TSA to ensure that the passenger experience at CVG is one that enhances the journey experience not detracts from it. We have made significant investment in our facilities and we want to be able to make sure we use them as effectively and efficiently as possible," said Candace McGraw, CEO at CVG "This approach means an even more collaborative approach to security at the airport by the TSA and Airport staff."

BlipTrack is being deployed at CVG as a cloud-based system, removing the need for any additional hardware and providing a much quicker deployment timeframe. BlipTrack does not send or track any personal information; it simply monitors the number of mobile phone signals in a given area. This information is then used to provide a real-time picture of passenger flow through the airport.

Headquartered in Bethesda, Maryland, Lockheed Martin is a global security and aerospace company that employs approximately 113,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services. The Corporation's net sales for 2013 were $45.4 billion.

About CVG
Get here. Get there. Get home. Airline partners at CVG offer passengers more non-stop flights than any other airport in the region, including direct international service to Paris, Toronto and Cancun. Book your next flight now at www.cvgairport.com, where low fares are updated daily.

CVG is home to DHL's North America hub. CVG has been rated the Best Regional Airport inNorth America four straight years by SkyTrax, an independent, London-based air transport research organization. In 2011, CVG became the first airport in the country to receive Safety

Act Designation and Certification from the Department of Homeland Security (DHS), giving the airport the highest level of protections under the Act.

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