



SimpleCUE

Flight Information Notification System

SimpleCUE brings a revolution in the communication between information systems of travel hubs - airports, airlines, railways, ports, or undergrounds and passengers via mobile devices.

The system uses several communication channels such as E-mail, SMS, iPhone application and mobile internet personalized microsite to distribute real-time information. Crucial travel information is delivered to the passengers immediately when it is published in the provider IT system. Besides the main message, all of the channels can deliver marketing information as well. You can easily implement service offerings, duty-free shop advertisement or any other marketing material into all possible announcements distributed by SimpleCUE. Special customization is ready for a wide range of brand demands.

SimpleCUE is suitable for all travel hubs due to its versatile architecture with a wide range of additional components that can fulfill all possible customer demands. If there is a feature that does not exist today, our team is ready to develop it for you within a short time frame.

Main System Features

- First passenger information system and marketing platform “all in one”.
- SMS, E-mail, internet Microsite, iPhone app. and Android app.
- Improves company (airport, airline, etc.) brand recognition.
- New way of advertising airport and third-party services.
- Passenger path-finding assistance feature.
- Fully integrated with the rest of Simple Way's airport product line.

Benefits for passengers

- Keeps passengers informed through real-time updates.
- All travel information at your fingertips.
- Various mobile platform solutions ready to use.
- “To gate” map provided with route displayed when gate changed.
- Notification subscription form integrated into airport website.

Benefits for customers

- Information delivery is triggered by the travel hub information system.
- (AODB flight record changes in the case of an airport)
- Notification content can be customized.
- Modular architecture provides several integration options.
- Advanced notification template editor.

What advantages does your system provide compared to classical SMS and E-mail notification services?

SimpleCUE is able to inform the passenger through several communication channels with the same content at the same time.

How does the system work?

The system receives updates from travel hub's information systems. For each update type, like for instance a gate change a notification scenario can be defined. Each notification scenario defines which channels should be used to notify the passengers and also what kind of content should be distributed through each channel.

Can advertisement be part of delivered messages?

All notification channels can be used to deliver advertisement messages.

We would like to help our passengers find their way more easily, can an interactive map be part of the notifications?

Yes, the system can send interactive maps in the notifications. Furthermore a visual path on the map guiding the passenger from his current position to his destination can be drawn.

How is the message content managed?

SimpleCUE provides a variety of tools for customization of content by end users. Each message in each communication channel can be customized and new ones can be also created.

Do you offer some ready to use content?

Yes, SimpleCUE can use the SimpleCLOUD online content repository to download content created and approved by Airlines and other organizations, such as gate change notifications and flight delay notifications. More about this feature can be found in SimpleCLOUD section.