

Two new airlines at the Schiphol Innovative Gate *Singapore Airlines and ArkeFly connected to ultra-modern gate*

Press release

Schiphol, 13 December 2101

Singapore Airlines and ArkeFly started using the Schiphol Innovative Gate, an ultra-modern gate on Pier G, at the beginning of December. Thanks to the lighting, images and dynamic information services at the Innovative Gate, airlines can project a recognisable and distinctive image by presenting themselves in their own house style. In June, Cathay Pacific became the first airline to start using this gate with full airline branding capabilities.

Arno van Dijk, Deputy Manager Ground Services at ArkeFly: "We are participating in this pilot to make handling at the gate as pleasant as possible for our passengers and provide them with information about the services offered by ArkeFly as effectively as possible. The innovative elements, such as lighting, images and dynamic information services, have a stimulating effect on the passengers and provide the gate with its own identity. Arkefly is happy to advertise its involvement in this prestigious project."

Ghazali Hamsa, Station Manager Amsterdam, Singapore Airlines: "We see lots of potential for the new generation of the innovative gate with improved perception from both staff and passengers. Clearly, the enhanced ambience has a positive effect on the boarding experience and sets the tone for our passengers to have an enjoyable flight on Singapore Airlines."

The Schiphol Innovative Gate

In June 2010 a gate at Pier G was entirely redesigned and refitted: the Innovative Gate. The revolutionary use of elements such as lighting, images, design, dynamic information services and entertainment creates a pleasant and comfortable environment for passengers at the gate.

During its development Schiphol worked closely with Philips, which combines services and solutions in the field of innovation with a focus on human well-being.

Increased passenger satisfaction

The Schiphol Innovative Gate ties in perfectly with Schiphol's ambition to be and remain Europe's preferred airport. Schiphol designed this project to improve the quality, comfort and hospitality for passengers at and around the gate.

The first results obtained through a passenger survey show that the innovative gate has a positive effect on passengers' perception of the airport. The overall impression of the time spent waiting at the gate is more positive compared to the old situation. Contributing factors include waiting comfort, the atmosphere and furnishing.

Schiphol aims to apply its experiences with the Innovative Gate to the future design and furnishing of gates and piers. Elements of this gate that have proved suitable and elicited a positive response from passengers include lighting, variable seating options and the variable use of the functionalities afforded by the space itself.

086-2010/as

Bladnummer

2 / 2

Persbericht

Note to editors:

If you need more information or if you would like to visit the Schiphol Innovative Gate, please contact the Schiphol Group Press Office on +31 (0)20 601 -6012673 or at press@schiphol.nl.

For more information and pictures, please visit www.schiphol.nl/innovativegate and www.schipholtv.com.