AeroCloud

Welcome To the Era of
Intelligent Passenger Flow

Airports today operate under more pressure than ever. Without accurate data, staff are deployed based on guesswork, leading to over- or under-resourcing in critical areas like security, check-in, or lounges. Moreover, airports struggle to understand passenger behavior in retail and concession areas, making it hard to improve layout or boost revenue. Congestion builds up in security, boarding gates, or immigration areas, negatively impacting passenger experience and SLA performance.

With increasing passenger numbers, tighter security protocols, and growing commercial expectations, understanding how people move through a terminal is no longer optional; it's essential.

80%
of passengers would **spend more money** on retail/restaurants at airports if check-in and security is fast

60%
of passengers **intentionally arrive early** so that they can shop, dine and relax at the airport

1/3rd
of airport leaders report a lack of **real-time 24/7 analytics** and passenger tracking capabilities

Source: AeroCloud Getting on the Runway to Growth November 2023 Report

The solution?
Real-time, AI-driven
insights at your
fingertips

Respond in real time.
Optimize like never before.

- ✔ Detects real-time crowding and congestion
- ✔ Tracks individual journeys from curb to gate
- ✔ Sends alerts for delays, SLA breaches, and congestion
- ✔ Provides continuous, anonymous data 24/7
- ✔ Monitors KPIs across all terminal zones
- ✔ Uses existing CCTV; expandable with new cameras
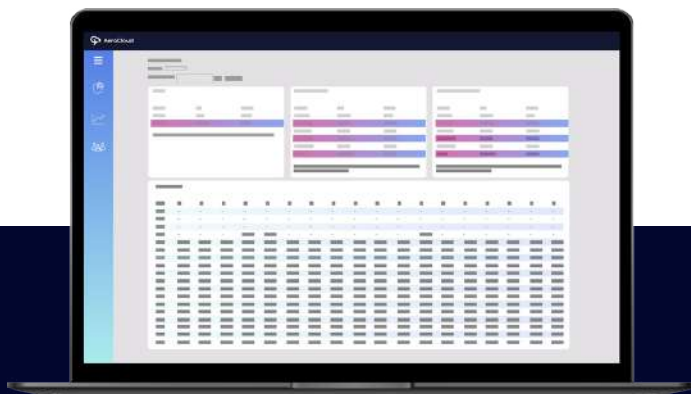
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Aerocloud Optic Delivers Instant Visibility and Smarter Decisions

AeroCloud Optic gives you real-time visibility across the terminal. With live alerts and 24/7 data powered by AI & ML technologies, you stay ahead of delays and make smarter and faster decisions.

Introducing AeroCloud Optics

Real-Time Passenger Flow Intelligence	Crowd Detection & Instant Alerts	Anonymous, 24/7 Data Collection	KPI Tracking & SLA Monitoring	Seamless Integration
Monitor passenger movement live, from curb to gate, with full visibility across all terminal zones.	Instantly detect congestion in high-traffic areas like check-in, security, and lounges; receive automated alerts for faster response.	Capture continuous, privacy-safe operational data using existing CCTV—no wearables or manual input required.	Visualize key metrics in real time; detect SLA breaches and performance dips as they happen.	Works with current CCTV systems; scalable with added cameras to expand coverage as needed.

The difference with AeroCloud Optic is not just in what you see; it is in what you are empowered to do with that insight. From live data to faster decisions, it helps airports move with precision, not guesswork.

> "We now have accurate information that allows us to plan more effectively at an operational level while also helping to inform decision-making for marketing and spending per head in retail and concession environments. We've never been able to do this in the past – it is the holy grail of commercial activity in an airport."
>
> - Paul Staples, Operations Director at Liverpool John Lennon Airport

Ready to See Your Airport Differently?

Start making smarter, faster decisions with real-time passenger flow intelligence. Whether you want to improve operational efficiency, reduce queue times, or unlock new revenue opportunities, AeroCloud Optic gives you the data to act with confidence.

Talk to our team today and discover how AeroCloud Optic can transform your terminal.

AeroCloud

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