

SageGlass®

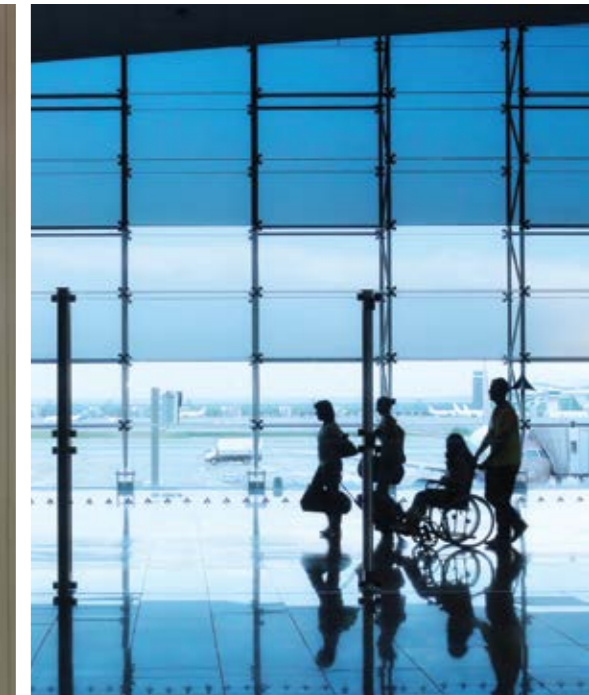
ENHANCING THE PASSENGER EXPERIENCE



MINNEAPOLIS ST PAUL INTERNATIONAL AIRPORT
MINNESOTA, USA

TINTABLE GLASS. HAPPY PASSENGERS.





THE AIRPORT COMFORT GAP

Delivering a first-rate travel experience is critical to the bottom lines of airports and airlines. However, airports around the world often struggle to provide the level of both thermal and visual comfort passengers want.

50%

of air travelers expressed displeasure with thermal comfort

48-70%

of air travelers expressed preference for more natural light

36%

of daylight hours in some terminal applications can cause glare for occupants

MONETIZING INCREASED COMFORT

Uncomfortable passengers are unhappy passengers, and it is well established that happy passengers spend more in an enhanced comfort environment.



1% Improvement in customer satisfaction



1.5% Boost in non-aeronautical revenue

WHAT WOULD BE THE BENEFIT OF ENHANCING COMFORT IN AN AIRPORT?

If we assume enhanced passenger comfort can give us that one point of increased satisfaction, we'd see a significant and direct impact on an airport's bottom line.

Let's look at a hypothetical example to see how enhanced comfort could impact passenger food and beverage spending:

	TYPICAL ENVIRONMENT	ENHANCED ENVIRONMENT
Average spent per enplanement	\$6.32	\$6.41*
Passengers per year	10 Million	10 Million
Total Yearly Revenue	\$63,200,00	\$64,100,00

Impact from enhanced comfort = **\$900,000 in just one year!**

*\$6.41 is based on a 1.5% increase in baseline per enplanement revenue of \$6.32

SAGEGLASS CAN HELP

By tinting automatically in response to the sun, SageGlass® can deliver consistent comfort for passengers and staff.



Improve thermal comfort by minimizing heat better than any conventional glass



Reduce uncomfortable glare without the need for mechanical shading solutions



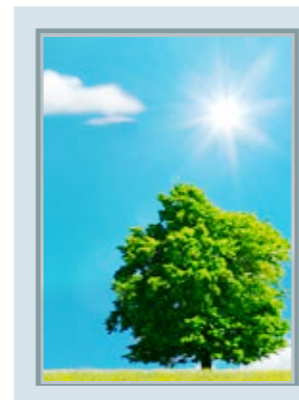
Provide ample daylight and unobstructed outdoor views to improve the occupant experience



Reduce energy loads by an average of 20 percent and peak energy demand by up to 26 percent

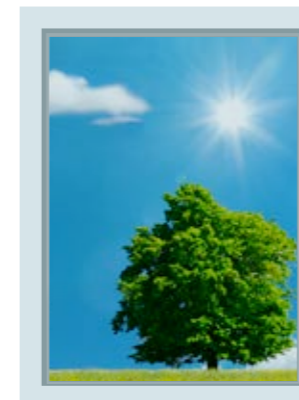
CLEAR WHEN YOU WANT IT, DARK WHEN YOU NEED IT

SageGlass can provide different levels of light and heat control depending on what is needed. Exterior sensors along with intelligent, predictive algorithms dictate the tinting of the glass to ensure occupants stay comfortable year round.



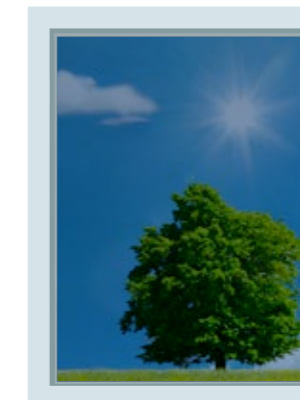
CLEAR

Maximum sunlight and heat when no glare control is needed



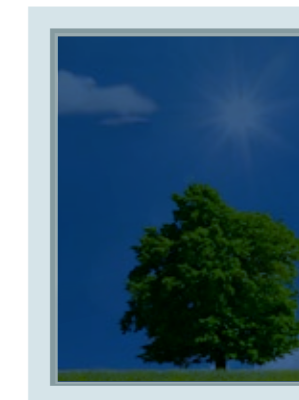
LIGHT

Moderate protection from glare and heat while still allowing daylight



MEDIUM

Stronger heat and glare protection with less daylight admitted



DARK

Maximum available glare and heat control with minimal daylight admitted



AIRPORTS THAT HAVE SELECTED SAGEGLASS

- Nashville Airport (BNA)
- Minneapolis-St. Paul International Airport (MSP)
- Ronald Reagan Washington National Airport (DCA)
- Haneda Airport (HND)
- Brownsville South Padre Island International Airport (BRO)
- Air France Lounge, Orly Airport (ORY)

REFERENCES

- www.researchgate.net/publication/322140691_Evaluation_of_comfort_conditions_in_airport_terminal_buildings#pf6
- SageGlass Whitepaper “Enhancing the Air Travel Experience: How Dynamic Glass Creates More Comfortable Spaces in Airports”
- www.aci.aero/News/Releases/Most-Recent/2016/08/08/ACI-releases-new-research-paper-analyzing-the-influence-of-customer-service-quality-on-airports-nonaeronautical-revenue

WHY SAGEGLASS?

SageGlass® is the pioneer of the world’s smartest dynamic glass and is transforming the indoor experience for people by connecting the built and natural environments. Electronically tintable SageGlass tints or clears on demand to control sunlight and prevent heat and glare without the need for blinds or shades. SageGlass dramatically reduces energy demand and the need for HVAC by blocking up to 91 percent of solar heat. As part of Saint-Gobain, SageGlass is backed by more than 350 years of building science expertise that only the world leader in sustainable environments can provide.

To learn more about how we can elevate your airport:
sageglass.com/airports

Contact your local SageGlass representative at:
sageglass.com/contact

