



Multi-Function Multiplier

Denver International Airport (DIA) and ZOOX Stations introduce self-service Internet and PC Game Café

CHALLENGE

DIA wanted stronger revenue performance from flattening pay-for-use Internet services.

SOLUTION

They installed multifunction Internet and PC Game Café kiosks, introducing multiple revenue tiers.

BENEFIT

Self-service revenues have nearly doubled with great passenger adoption rates.



For years, airport concession operators have gladly catered to the American communications addiction. Whether providing an e-mail venue for business travelers, or a quick “MySpace” fix for laid over college students; pay-for-use Internet services have been a fairly steady performer in Airport services revenue. Yet, with an ever-increasing passenger base equipped with wireless laptops and PDAs, many operators have started to see these once steady revenues flatten or tail off.

New installations at **Denver International Airport** are bucking this trend in a big way. Their latest pay for use Internet installations have bumped revenue an impressive 83% in 2007. In addition to high-speed Internet service, the new terminals have introduced PC gaming entertainment as a highly profitable second revenue tier. This latest technology was introduced by **ZOOX Stations**; a subsidiary of Colorado-based **KIOSK Information Systems** - the largest kiosk manufacturer in North America.

In each of their three concourses, DIA replaced their first generation Internet kiosks with ZOOX Stations' Internet and PC Game Cafés. The equipment is designed to cater to even the most sophisticated gamer with a 23” LCD, high-end graphics, dual amplified speakers, headphones, and controls that mirror home system usage (standard keyboard, mouse, and PlayStation® style controllers). Each station interface offers travelers a menu of 10 PC Games that can be played on-line or against the machine. Pods of four machines are housed in a custom booth style enclosure that offers a degree of privacy to the users, ADA compliance, and an architectural fit that worked for DIA.



Game Stats

The introduction of multifunction machines made an immediate and significant impact on passenger revenue. With minimal initial advertising outside of the signage on the enclosures themselves, the Internet / Game Cafés have consistently averaged an 83% increase in daily machine revenue. “Revenue from the older stations had definitely peaked out and had been running at a predictable, flat rate pretty much year round,” said Tom Weaver, VP of Sales and Marketing for ZOOX Stations. “We knew adding multifunction entertainment options would boost usage, but we were pleasantly surprised when daily machine revenues nearly doubled right out of the gate. The initial kiosks were installed in time to capture the DIA spring ski season/spring break traffic, and realized weekly revenues 125% above the original equipment in just the first few weeks of the deployment. While Internet usage will always be a steady cash cow, the new gaming element adds a pure entertainment play that seriously accelerates the R.O.I.” Additionally, longevity of the revenue stream is ensured through game content that can be easily upgraded as new releases come to market.

The multi-function strategy is proving so successful, DIA is adding even more self-service options to it's main terminal in the summer of 2007. Leveraging a second turnkey kiosk design from ZOOX Stations, DIA is introducing self-serve office functionality to terminal concession services. In the next installation phase, equipment will offer sit-down terminals where passengers can run a full complement of office software modules, including color printing and, of course, high-speed internet. They tweaked the booth design dimensions and signage slightly to offer a 50 - 50 split of services (Internet/gaming on one side and Internet/office services on the other). In a time when DIA is prepping for the arrival of the 2008 Democratic National Convention, it's a very opportune test market for introduction of new passenger services and entertainment options.

Bullet-proof functionality

Being the first airport operator to install this equipment, RMES Communications had concerns about seamless field performance. However, the product history and reliability track record had already been flushed out. ZOOX Stations originally developed the Internet and Game Cafés for the US Army's Recreation Machine Program (ARMP). With 300+ machines purchased and deployed in



bases throughout the world, the functionality and security had already been thoroughly field-tested by literally thousands of soldiers. Don Rojas, General Manager of ARMP, noted that when Soldiers at these bases are afforded free time, 100% utilization is very common. "Performance is paramount to ARMP, and despite heavy extended use, we have been very happy with the reliability of the equipment."

Additionally, both styles of machines are bundled with sophisticated remote monitoring, providing the operator with 24/7 visibility into all aspects of machine performance, management reporting, and routine maintenance visibility. This enables common upkeep items (bill acceptor sweeps/printer stock) to be evaluated without actually being on the concourses.

Design flexibility

According to Jack Driscoll, Neptune Networks CEO and former Executive Director of Los Angeles World Airports, "If you've seen one airport, you've seen one airport." ZOOX Stations took this observation to heart when rounding out their equipment portfolio. They offer multiple installation options from stand-alone floor models, single wall mounts, and booth style configurations. Rick Malone, ZOOX Stations President, stated "We recognize that airport architectural review committees will have unique considerations in terms of layout, signage, even color and graphic nuances that need to be tweaked by location. With 14 years of custom kiosk design and manufacturing experience, we are very skilled at creating equipment, service, and business models that will match the appropriate airport environment. Our goal with the DIA deployment was to prove passenger adoption of the multi-function services, seamless equipment performance, and revenue numbers that far exceed dated Internet terminals. On all levels, it's been a huge success."

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Vice President, Sales and Marketing
ZOOX Stations





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