

# A Novel Way to Keep Customers Informed



**JSX**

**DALLAS,  
UNITED STATES**

## CASE STUDY: NAVITAIRE DIGITAL SERVICES

JSX offers hop-on hop-off jet services from private terminals in desirable locations like Los Angeles, Las Vegas and Dallas, and its customers appreciate the convenience of private travel at not-so-private fares..

JSX terminals are an alternative to the congestion and crowds of public airports and provide an upgraded customer experience with ease in boarding and intimate lounges. But one thing was missing: a flight information display system (FIDS) to keep travelers updated on flight arrivals and departures.

### **The Challenge: Bigger Isn't Always Better**

JSX needed an alternative to a traditional FIDS – which can be expensive to install and maintain. Something small, portable and connected to its content management system (CMS) for quick and easy updates was crucial. The airline wanted to create something more adaptable and memorable; something that would deliver more than just the basics of flight information. JSX approached Navitaire's Digital Labs team for help.

### **The Approach: A Simple Solution**

Using Navitaire's Mobile App SDK as a base, the Digital Labs team prototyped a simple, quick, and stylish FIDS solution. Digital Labs repurposed an Android powered Samsung TV as a display monitor and used a thumb drive to side-load travel information. Following JSX's initial approval, the FIDS proof of concept was installed for field testing in Las Vegas.

### **The Result: Something for Everyone**

JSX was thrilled with the results and implemented the FIDS solution across all of its stations. The system was easy to use and could be quickly updated with minimal effort, allowing JSX to go beyond the basics of a typical FIDS and incorporate branding, promotional messaging and targeted information for passengers. JSX and travelers alike appreciated the seamless solution for a better informed journey.

"When Navitaire says it will partner with you, they mean it. Their in-depth knowledge of the industry and technical expertise means they come to the table with relevant, workable solutions that fit our business needs."

**Farrukh Kahn**

Chief Technology Officer

JSX