Case-study: Multi-touch devices in public spaces

Swiss International Air Lines promoting its products and services with a PopupExperience

Swiss International Air Lines commissioned Atracsys Interactive to develop a multi-user multi-touch app to present its products and services. The application is based on Atracsys' versatile PopupExperience and was first displayed at the 2018 ITB Berlin, the World's Leading Travel Trade Show.

The PopupExperience is running on the all-in-one Multi-Touch System atracTouch-55-4K, which can easily be placed anywhere to inform visitors, tourists, business partners, the company's new hires and even own employees - there's always something new to find for everyone:

Through the app, the audience discovers plenty of information about Swiss International Air Lines, such as its fleet, destinations, different travel class offerings, lounges and much more. Stunning 360° videos let anyone take a personal tour through the newest airplanes of SWISS or get a feeling of what standing on the tarmac must feel like.

The table can be accessed from any side - there's no up, down, left or right - meaning that up to 6 persons can comfortably interact with the PopupExperience at the same time. Needless to say, all of the content is available in multiple languages to greet travelers from all over the world.

After a successful introduction at ITB in spring 2018 and several other events, the PopupExperience was next brought into play at Zurich International Airport for a one-month exhibition about SWISS in order to show and promote its products and services.

During the exhibition visitors had the possibility to take part in a contest (via the Multi-Touch Table) to win a flight voucher. We're happy to be allowed to share the following insights from this publicity campaign:

Number of Interactions

First let's define what we mean by "interaction": An interaction is when a user accesses a menu, slides a page, opens a popup or closes it, starts or quits a game, fills in a form. It's not just a "touch" on the screen; it's highly qualitative information and direct proof that a user **actively and purposefully interacted** with **specific content**. All of this while respecting the privacy of the user: there are no cameras or face-recognition technologies involved (at the present time a highly delicate subject as we all know).

Over the month of June 2018, the PopupExperience recorded an outstanding **52'475 interactions**. With the application running daily from 5am until midnight, this equals to an **average of 92 interactions per hour**. Within the busiest hours (9:00-10:00) the activity was 230% higher, reaching an hourly average of **210 interactions/h**.

Most viewed content

Relevant data can emerge from the usage statistics of a PopupExperience. In the current case, the most viewed content was the "Inspiration"-Popup featuring a video of various scenes related to SWISS, getting incredible **3'281 impressions**. Another top content was the airlines' network of international destinations, totalling **1'314 views**.

Game plays

The contest to win a flight voucher from SWISS was linked to a quiz - you had to answer a simple question to participate in the raffle. Overall, **the quiz was played 3'218 times** (1'722x in German, 910x in English, and 586x in French) and resulted in at least one very happy tourist flying to his dream destination soon! Parallel to the quiz, a memory game also allowed to dive into the visual world of SWISS by uncovering matching images: **1'774 plays**, and that's even without the carrot of winning something.

Conclusion

The PopupExperience developed for the Swiss International Air Line is considered a huge success: After its introduction at ITB Berlin in March 2018 and the SWISS exhibition at Zurich International Airport during all of June, the interactive table is already in use again and booked out for various events throughout the year.

The PopupExperience is a highly versatile multi-user multi-touch application, intuitive in use thanks to advanced UX/UI that makes the underlying technology disappear and put everyone's focus on the content. In the case of Swiss International Air Lines, the content is an ever-changing combination of qualitative information, stunning visual assets such as inspiring 360° videos, or pictures giving rise to great emotions - an airplane flying above the beautiful Swiss Alps for example - and elements of high interactivity such as quizzes and games.

> „The PopupExperience from Atracsys is the perfect tool to show our customers what we have to offer. Due to the highly interactive display of content we are able to "catch" the audience and allow them to get impressive insights into our world. In only 1 month we could set up the PopupExperience together with Atracsys – despite of the short time frame and thanks to the great support of Atracsys we were very happy to show a premium product with premium design at the leading travel trade show in Berlin this spring 2018. After this event the PopupExperience was requested for a lot of other events and is now, so to say, booked out for a long period. We are consistently updating our content in order to show actual and suitable content at every event. Thanks to the easy handling we can do that with only a few clicks. Thank you Atracsys for the great product and your support in this project!"
>
> - Jasmin Christen, Inhaltsentwicklung, Swiss International Air Lines Ltd.

We would like to thank Swiss International Air Lines AG for the outstanding collaboration and the possibility to share this use case with our audience.