

# Hamad International Airport introduces new innovative digital wayfinding



Hamad International has introduced Passenger Digital Assistance kiosks, located at the North Plaza of the airport and around the iconic LampBear to further enhance passenger experience. Digital Concierges include information about retail and F&B offering, flight information, relaxation and rejuvenation options and attractions at the airport

Hamad International Airport (DOH) is now using QR codes to provide easy-to-use wayfinding through different digital touchpoints located across the airport's expansive terminal.

The QR codes are available throughout the airport at various key touchpoints including Flight Information Display Screens and Passenger Digital Assistance Kiosks. This new wayfinding solution is compatible with all mobile devices. The airport's next generation Wi-Fi will help passengers easily connect to the service.

Hamad International Airport is committed to a continuous investment in the latest technology and innovative solutions to optimize operations and provide an unparalleled airport experience for travelers and commercial partners.

Mr. Suhail Kadri, Senior Vice President of Technology and Innovation at Hamad International Airport said of the new service: "We are constantly reviewing and evaluating our multiple digital touchpoints for passengers to ensure we meet their requirements. By investing and utilizing the latest innovative technological solutions and listening to global passenger requirements at our airport, we will continue to set and exceed industry standards."