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MEDIA RELEASE

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St. Pete-Clearwater International Airport (PIE) Provides AIRA Services for the Visually Impaired

St. Pete-Clearwater International Airport (PIE) recently contracted with Aira Services to aid its visually impaired customers. Aira delivers instant access to information and guidance by combining technology and trained human assistants. Information from Aira is detailed below and a link to a video demonstration is available at <https://youtu.be/rXtv-M4WpMU>

What is Aira? AI stands for Artificial Intelligence; RA stands for Remote Access. When you put them together you get Aira. Aira is a service that uses artificial intelligence and augmented reality to connect people to highly trained, remotely-located agents. At the touch of a button, Aira delivers instant access to information, enhancing everyday efficiency, engagement, and independence. Whether the user is a person who is blind or low vision, an older adult, or a sighted individual, Aira provides access to information in ways that augment human capabilities like never before.

How does Aira work? Aira fuses technology and human assistants, Aira Agents, to deliver this transformative service. People can download the Aira app on their smartphone prior to traveling and once they arrive at the airport, they can use the app for free.

The camera on the user's smart phone camera streams video to a dashboard incorporating that video with other sources including GPS, Google Maps, and services such as Uber. At these dashboards, professional Aira Agents who may be located hundreds of miles away see the Explorer's world from the vantage point of the smart glasses and deliver real time auditory narrative or assist with other services on request. Aira Agents deliver the benefits of a sighted assistant but immediately on request and with enhanced access to environmental data.

Where are the Aira agents based? Aira agents are located across the United States and connected via Aira's network and agent dashboards. The platform architecture enables agents to be located anywhere but access information that is relevant for the location of the user. The proprietary dashboard equips agents with a wealth of sources beyond the video feed and enables them to personalize every user interaction based on location, information requested, or task that needs to be completed.

What does it cost? Aira is a subscription service much like a cellular phone plan with several tiers based on minutes. Aira Airport is also usage-based but being provided like free Wifi generously by the airport.

How will Aira users and agents know PIE is an Aira Airport? Aira will communicate to users that PIE is now an Aira Airport. As with any location, Aira agents will access airport information or other information that is location relevant on request by the user.

The airport buys a pool of minutes for passengers to use when they are onsite. Aira users can use the service as a guest. They do not have to be subscribers to take advantage of this service.

Where can I sign up? Individuals who wish to subscribe to Aira may visit the signup page at <https://aira.io/plans>. Guests can sign up at <https://go.aira.io/guest>