

FAQ for the STAR ALLIANCE DIGITAL CONNECTION SERVICE

Q. What is the background behind Star Alliance Connection Service?

A. With the growth of the Alliance, and the large number of alliance member carriers operating through large airport hubs such as Frankfurt/Main, the number of passengers and bags affected when flight delays affected an onwards connection also grew. While airlines have systems to flag passengers connecting from one flight to another, there did not exist a way to predict the number of alliance customers who might be affected when delays and misconnections occurred. In the early 2000's, the Alliance developed Star Alliance Connections Centers, special operation desks at major hubs with dedicated staff and customized computer software continually monitoring flights to identify "at risk" connections from one Star Alliance member airline to another at that hub airport.

Q. What did the Star Alliance Connections Centers do for connecting passengers?


A. In these early days, the focus was on ensuring the customer baggage was expedited – usually directly by special handling teams from one flight to another (ramp transfer) rather than going through the complex airport sorting process. The idea was premised on customers being able to find their way to their connecting gate themselves, but the baggage needed special assistance.

Q. Did Connections Centers also handle passenger connections?

A. With Frankfurt/Main being the single larger airport hub for alliance-to-alliance connections, the Connections Centers ultimately started to cater to passengers too, those most at risk of missing their connecting flight, as well as their baggage. This was purely a behind-the-scenes activity, without promotion.

Q. Does this take us to Star Alliance Connection Service?

A. Yes. With the continued success and growth of the alliance, the number of large hub airports with alliance-to-alliance connections grew to the point that it was decided to formalize this new "service" and to also promote and brand it so that it could be seen as an alliance advantage for customers. **Star Alliance Connection Service** was formally launched, and branded, in 2017 with the installation of the service at Chicago O'Hare Airport.


STAR ALLIANCE CONNECTION SERVICE – HOW IT WORKS 

> Flight LH430 from FRA to ORD is expected to arrive 15 minutes later than scheduled due to bad weather. Passenger Hans Mueller has an onward connection to SCE departing at 14:12. He is concerned he will miss his onward flight. >>>

> Flight LH430 lands and taxis to the gate, arriving at 13:01. >>>

> Flight UA5373 is ready to board. >>>

> Flight UA5373 departs on time at 14:12 with Hans Mueller and his checked bag on board.



> At the Star Alliance Connection Service, an alert from the Transfer Decision Tool warns the planner that Hans Mueller and his checked bag now have a tight connection. She marks it as "expedite required". >>>

> A passenger expeditor and baggage expeditor are charged with taking care of Hans Mueller and his bag. >>>

> The passenger expeditor meets Hans Mueller at his arrival gate and speeds him through customs and immigration to flight UA5373, arriving when most passengers have already boarded. >>>

> The baggage expeditor delivers Hans Mueller's bag to flight UA5373 just in time to travel with him on the flight.

Q. At what Star Alliance Hub Airports is Star Alliance Connection Service offered?

A. The service has been offered in Europe at Brussels (BRU), Frankfurt/Main (FRA), Munich (MUC) and London Heathrow (LHR). In North America, it operated at Chicago (ORD), Denver (DEN), Houston (IAH), New York- Newark (EWR), Los Angeles (LAX), San Francisco (SFO), Toronto (YYZ) and Washington Dulles (IAD).

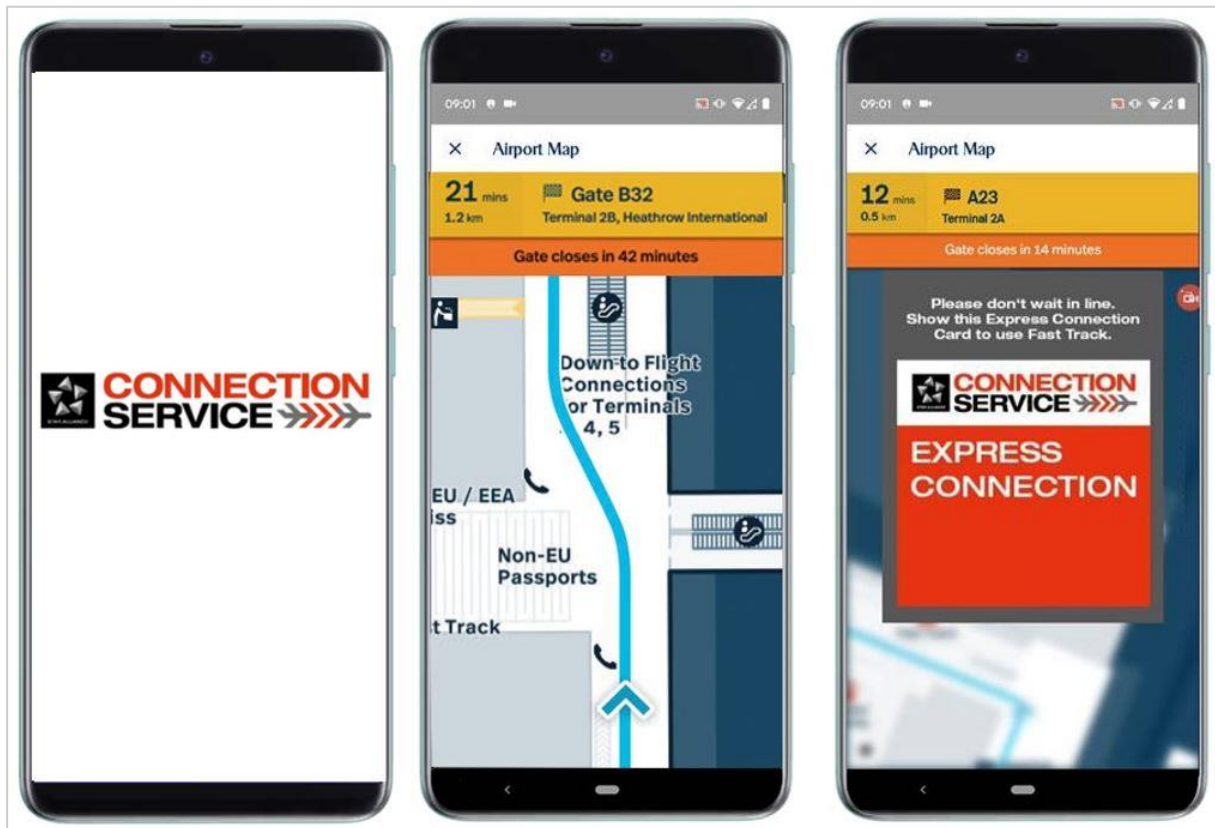
Q. How does the digital Connection Service work?

A. The digital version of the Star Alliance Connection Service embeds in the participating member airline's mobile app, providing updated transfer information and intuitive navigational services through the customer's smartphone at major hub airports, without further intervention

Q. What exactly does the digital Connection Service do?

A. The digital Connection Service guides customers with all necessary information to their connecting flight via their mobile device. It provides active guidance through the airport and

updated transfer information. Product features include map location, itinerary to the gate, live update of time and distance to the gate, gate closure time, express connection access when available and notification for gate changes and flight delays.



Q. How can you navigate using phone GPS within an airport?

A. Star Alliance adopted the Airline Accelerator technology of Living Map, a UK-based digital location and mapping specialist, whose advanced indoor positioning product provides the foundation for each customized customer routing within the airport terminal.

Q. What is the advantage of the digital version of the Star Alliance Connection Service?

A. There are several, and it is particularly timely to launch this in times of Coronavirus

- The customer is in control, as the gate-to-gate transfer instructions are on their mobile phone
- It is intuitive, in that it knows where you are, and where you need to go, at all times

- It is touchless, without human-to-human interaction required
- It requires no dedicated staff support
- It provides a special “Express Connection” screen display for passengers with critical connections in order to provide priority passage through certain airport checkpoints.

Q. At which airports is the digital Connection Service available?

A. We have used London/Heathrow Terminal 2, the Queen’s Terminal, as our initial airport location for this service. Other major connection hubs will follow.

Q. Is the service only available to Singapore Airlines-ticketed passengers?

A. Yes. Your ticket must be issued by Singapore Airlines or one of their agents (travel agent or online booking site). The digital Connection Service is embedded in the SingaporeAir app, meaning those passengers who are arriving into LHR/T2 on any Star Alliance member airline flight, and using the SingaporeAir app, will be able to use the service if they are travelling on a Singapore Airlines ticket.

Q. Must I fly exclusively on Singapore Airlines flights in order to utilize the digital Connection Service functionality?

A. No. You must, however, be travelling on a Singapore Airlines ticket. SIA tickets can be issued with some segments on other Star Alliance member carriers (e.g. Copenhagen-to-London via SAS, connecting to Singapore on SQ). If this ticket is issued as a Singapore Airlines ticket, you may utilize the digital connection Service when transferring from SAS to Singapore Airlines at LHR/T2 (and are using the SingaporeAir app).

Q. Why only London/Heathrow Terminal 2?

A. More member airlines of Star Alliance normally operate through London Heathrow than any other airport in the world. Before the pandemic, 25 of the 26 member airlines offered 236 daily flights, and more than 350,000 customers connected from one Star Alliance flight to another every year at Heathrow. It was a natural place to start.

Q. Will the Singapore Air app work on my Apple iPhone?

A. No. The initial deployment is for mobile phones running Android software. We will roll out the Apple iPhone iOS version soon.

FRANKFURT, Germany – October 5, 2020