

IoT placemaking makes airports smarter



Our Front Row proposition helps airports connect with passengers through IoT systems

Green design places that attract people. We create waiting areas where passengers want to spend time and unwind, and recharge while transitioning through the airport. These places appeal strongly to passengers, making them perfect environments for embedding IoT systems. Our public space furniture can conceal equipment such as cabling, transmitters, connector boxes and circuitry, and integrate speakers, cameras and screens discreetly into the surroundings. Creating welcoming, tech-enabled areas such as these attracts passengers, bringing them closer →

Seating areas with seamlessly embedded IoT systems can restore passenger confidence and boost airport revenues.

IoT is taking airports to new heights

The services created by IoT and AI make public spaces seamless and smart. Today, the air travel industry is investing heavily in them. This requires smart approaches to placemaking interiors and making digital technologies meaningful, accessible, and safe. That's

why Green has recognized the potential for IoT integration in our seating area designs. Making it possible to bring IoT directly to the passenger experience and make it part of a safe and seamless journey.

“Green’s Front Row proposition can help bring IoT systems and information screens to the center of passenger experience. Our designs enhance their placement and integrate them safely into the surroundings.”

— Jonathan Nilsson, CEO





“We need to reimagine the future of airports as these unprecedented challenges call for a sustainable transformation and a smarter, more seamless experience.”

— Johan Berhin, Designer

to IoT-enabled equipment and commercial services.

Engage passengers in new ways to boost airport revenues

Integrating IoT systems into seating areas makes them part of the passenger flow, and can increase engagement with airport networks and digital advertising. In the short-term, IoT technologies can help restore retail and F&B net revenues to pre-pandemic levels. Long-term projections indicate they could boost net

revenues above baseline projections as air travel returns to normal.

As IoT maximises passenger satisfaction, it opens new horizons for smarter placemaking. We're responding with a call for collaborations with like-minded tech consultancies. Together, we can design seamless experiences that make smart technologies virtually invisible, and create new potentials for planning, placemaking and operations. We're happy to discuss how

we can design public spaces with embedded IoT, and take passenger experience and safety to higher levels.



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