



CHARLES M. SCHULZ - SONOMA COUNTY AIRPORT

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Charles M. Schulz – Sonoma County Airport Enhances Customer Convenience With New Flight Information Display Technology in Terminal

SANTA ROSA - Travelers will now have an easier time keeping track of their flights while in the terminal at the Charles M. Schulz - Sonoma County Airport (STS). A new state-of-the-art Flight Information Display System (FIDS) that features flight status, check-in and TSA information, weather, and visitor news will be unveiled at STS this week. The real-time flight information uses cutting edge technology to provide travelers with the most reliable flight data possible. Six flat screen video monitors are now located throughout the terminal at the check-in counters, baggage area, main terminal and post-security waiting area, and are scheduled to go live on Wednesday.

“The system will be a fantastic enhancement for our customers’ experience at STS,” said Jon Stout, Airport Manager. “From check-in information on the new screens, TSA how-to videos, destination information while waiting to board after security screening, to local information at baggage claim; passengers will see their flight status and other interesting and useful information.”

STS partnered with airport technology company ProDIGIQ (pronounced pro dij' ik) to install the new flight information system, which includes arriving and departing flight data. This information will be more user friendly as it allows for sorting of flights by airline, destination, or time. The new system, with its streamlined data feed, will provide the most accurate flight status while detailing any delays, cancelations, or flight adjustments with data provided in real time by the FAA and Alaska Airlines, currently the only airline serving STS.

By upgrading to ProDIGIQ’s technology, STS is providing its customers with more reliable flight information than much larger airports such as LAX or SFO.

“At STS, our passengers are our first priority. These enhancements are part of our continued commitment to an exceptional customer experience,” continued Jon Stout.

In addition to flight information, travelers may watch entertainment, news, and weather on the TVs in the baggage claim area and post security screening room while waiting to board flights. ProDIGIQ’s advanced technology allows for customized programming. For example, while travelers are waiting to board a flight to Las Vegas, they will be able to view news, tourism, weather information, and advertising for businesses there.

Local businesses and businesses in hub and final destination cities will find that the opportunity to advertise on the ProDIGIQ system is a very efficient way to target travelers.

Convenience, affordable parking, a remodeled terminal, and nonstop service on Alaska Airlines to Las Vegas (LAS), Los Angeles (LAX), Portland (PDX), and Seattle (SEA) have contributed to the growing passenger numbers into and out of STS. As of May 2011, 79,018 passengers have traveled in and out of STS this year, an increase of 15.8% over the same time period in 2010.

ProDIGIQ is a California based technology company. Their expertise is in mobile technology, TV Network, FIDS, information technology, custom software and consulting for airports. Arpit Malaviya, Vice President of Business Development for ProDIGIQ, will be available at the Airport on June 13 and 14 for any media or advertising related appointments and can be reached by contacting the Airport Administrative Office at (707) 565-7243.

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