

Passengers, Information, and the Future Travelscape

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Program

Problem

“The capacity and delay dilemma make it clear who’s driving the system. It’s all about passenger safety, security, capacity, efficiency.” -Amr ElSawy, CAASD Gen. Mgr.

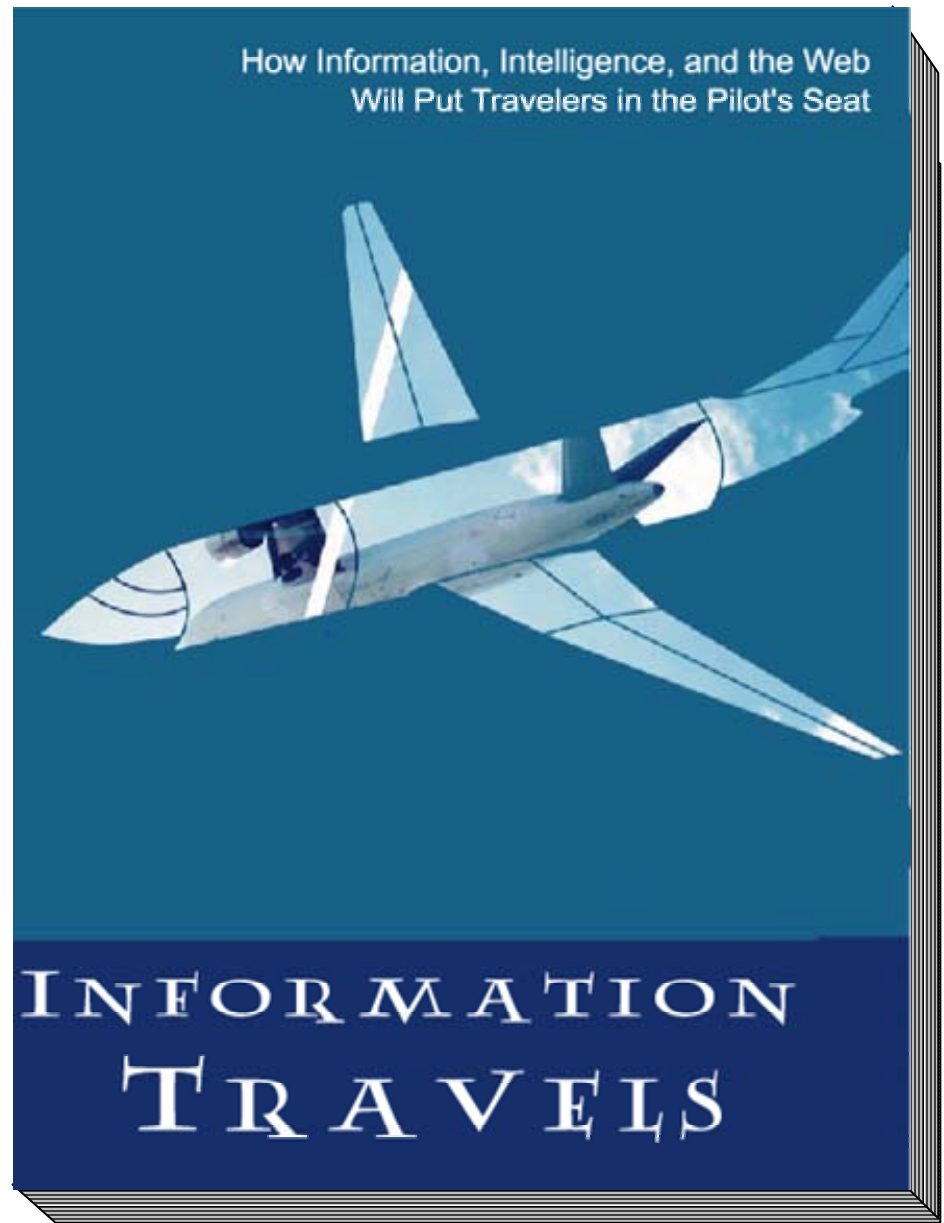
- If passengers ultimately drive the system, what future technologies and, thus, capabilities might they enjoy?**
- What might air transportation business models derived from these capabilities look like?**
- What effect will these models have on demand for future air traffic services?**

Background

- **Little research has been done to examine how current and future information technologies will change the future aviation travelscape.**
 - Improvements in the ability to connect individuals allow firms to dynamically match capacity of all types to demand.
 - Commoditization of the airline seat is underway but as current airlines struggle to reduce distribution costs through the use of technology, are they actually *accelerating* that commoditization?
 - Technological trends in computational speed, wireless connectivity, information exchange and intelligent systems could enable a shift in the industry from supplier (airline)-driven to buyer- (passenger) driven, enabling more efficient use of existing assets (e.g., planes, gates).

Objective

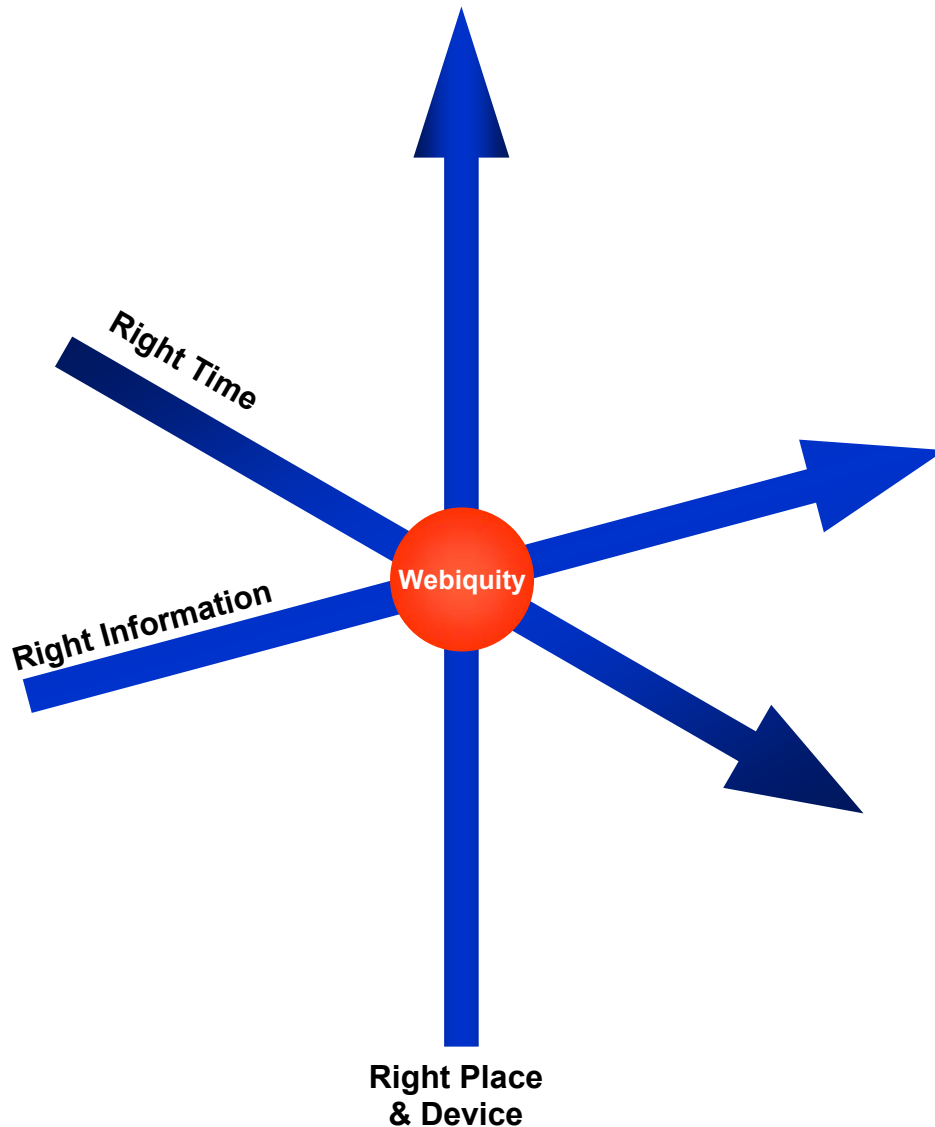
- To create and refine a vision of the future "travelscape" from a passenger perspective. The vision suggests that more efficient utilization of assets may be possible with future technologies. Our research will be encapsulated in our book, "Information Travels."



Activities

- **Scanning the information technology environment to hypothesize medium-term future capabilities**
- **Exploring new business models based on those capabilities**
- **Actively seeking out aviation and travel industry opinions both internally and externally to share this developing vision**

Highlight : Webiquity




WEBIQUITY (web-ick-witee) *n.*

"The intersection of the right information at the right time in the right place via the right device. It is continuous across domains, relevant because it is contextually aware, and it is pervasive among users."

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Highlight/Demonstration



Watch Webiquity in action in
our Video of “The Road
Warrior” at our booth, or
stream it to your desktop at the
MITRE Media Center (Fast
Jump: MMC on the MII)

Impacts

- **This research is intended to lay the groundwork for developing air traffic control operational concepts and research that recognize the benefits that information technology confers on passengers and the future aviation business models these benefits support.**

Future Plans

- **Incorporate findings into 2020 operational concepts work**
- **Use concepts to generate new research ideas**
- **Provide passenger-centric view of demand for air traffic services for future planning**