



# Enhancing the Passenger Experience



# The Airport Comfort Gap

Delivering a first-rate travel experience is critical to the bottom lines of airports and airlines. However, airports around the world often struggle to provide the level of both thermal and visual comfort passengers want.<sup>1</sup>



## Thermal Comfort

50% of air travelers expressed displeasure with thermal comfort



## Natural Light

48-70% of air travelers expressed preference for more natural light



## Glare Control

36% of daylight hours in some terminal applications can cause glare for occupants



Brownsville South Padre Island International Airport (BRO)

## The Smart Window Advantage

During an occupant study at BRO, respondents were

**2-3x** more likely to be satisfied

when smart windows were operational.

Plus, they had a **26.8%** Energy Savings<sup>3</sup>



## Enhance Comfort. Enhance your Revenue.

Uncomfortable passengers are unhappy passengers, and it is well established that happy passengers spend more in an enhanced comfort environment.<sup>2</sup>



1% improvement in customer satisfaction



1.5% Boost in non-aeronautical revenue

1. [www.researchgate.net/publication/322140691\\_Evaluation\\_of\\_comfort\\_conditions\\_in\\_airport\\_terminal\\_buildings](http://www.researchgate.net/publication/322140691_Evaluation_of_comfort_conditions_in_airport_terminal_buildings)

2. [www.aci.aero/News/Releases/Most-Recent/2016/08/08/ACI-releases-new-research-paper-analyzing-the-influence-of-customer-service-quality-on-airports-nonaeronautical-revenue](http://www.aci.aero/News/Releases/Most-Recent/2016/08/08/ACI-releases-new-research-paper-analyzing-the-influence-of-customer-service-quality-on-airports-nonaeronautical-revenue)

3. Comparing July 2021 to July 2022



## SageGlass Can Help

By tinting automatically in response to the sun, SageGlass® smart windows can deliver consistent comfort for passengers and employees, while helping airports achieve their operational and financial goals.



### Improve Passenger Experience

Provide ample daylight and unobstructed views while maintaining thermal comfort and reducing excess glare.



### Increase Revenue

Enhanced passenger satisfaction increases non-aeronautical spending.

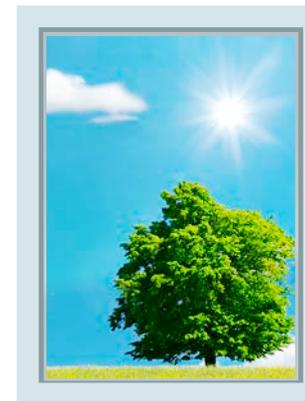


### Enhance Operational Efficiency

Reduce energy loads and meet sustainability goals.

## Clear When You Want It, Tinted When You Need It

SageGlass can provide different levels of light and thermal control depending on the needs of the space. The glass is controlled by intelligent software that understands the weather, the position of the sun, building orientation, and other factors like occupancy and time of day, to maximize daylight and to ensure occupants stay comfortable year round.



Clear

Maximum sunlight when no glare control is needed



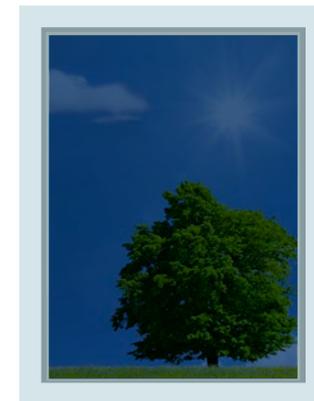
Light

Moderate protection from glare and heat while still allowing sunlight in



Medium

Stronger heat and glare protection with less sunlight admitted



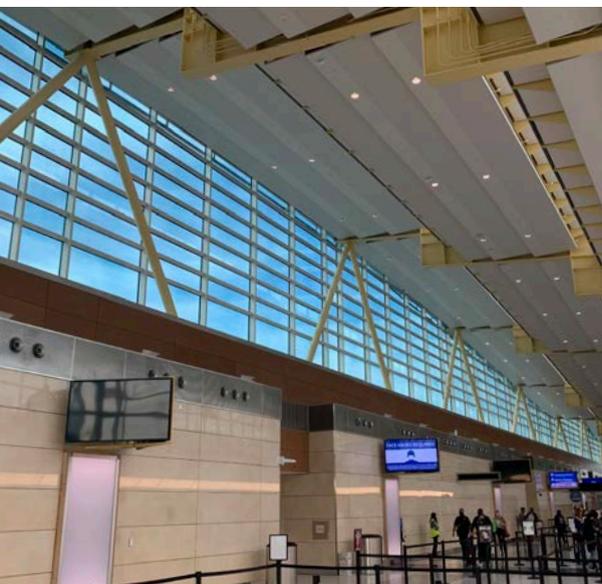
Full

Maximum available glare and heat control with minimal sunlight admitted



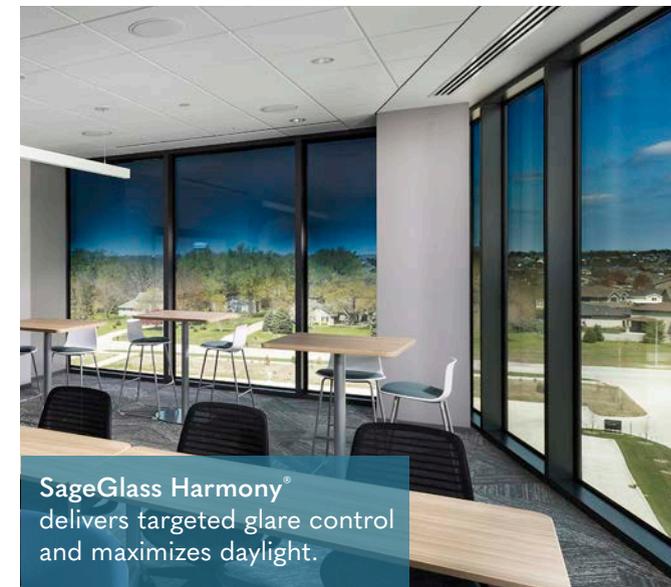
*"SageGlass plays an important role, both for energy conservation and for the indoor environment. Passengers benefit from daylight and views, but direct solar penetration can be controlled. This means better working conditions for security personnel, which in turn leads to a better travel experience."*

Greg Maxam  
Director of Sustainable Design at Alliance  
Minneapolis-St. Paul (MSP) International Airport



## Why SageGlass

SageGlass is the only dynamic glass manufacturer wholly owned by a global building materials leader with over 350 years of building science and glass experience. Plus, we offer features you can't find elsewhere, including glass that tints on a gradient and special aesthetic coatings.



SageGlass Harmony® delivers targeted glare control and maximizes daylight.



Proprietary Saint-Gobain Bright Silver coating delivers unrivaled exterior aesthetics.

# See SageGlass in Action

SageGlass has worked to bring beautiful, dynamic smart window solutions to airports all over the world. Below are a few who have chosen to Build Unbound.

- MSP: Minneapolis-St. Paul
- BWI: Thurgood Marshall Airport
- JFK: 2 Delta Sky Clubs
- DCA: Ronald Reagan
- BNA: Nashville
- SFO: San Francisco
- BRO: Brownsville South Padre
- GEG: Spokane
- RSW: SW Florida
- EYW: Key West
- PBI: Palm Beach
- PSM: Portsmouth
- LFT: Lafayette Regional
- HND: Haneda Airport Japan
- ORY: Orly Airport, Air France Lounge



Learn more at [SageGlass.com](https://www.sageglass.com)

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