

Embark/LBA2 Case Study

Damarel have been providing state-of-the-art passenger boarding solutions to carriers for more than 15 years.

The most successful product of its kind, LBA2, was first developed in 2000 and is now in use by more than 25 carriers at over 30 airports worldwide.

In 2006, Damarel invested significant resources in the redevelopment of this popular product, ensuring that it would continue to meet the changing needs of our airline customers. With a new name to help differentiate it from previous versions, Embark /LBA2 has a number of exciting new features.

The most important among these is that Embark/LBA2 is no longer dependent on an Oracle RDBMS. All passenger data can now be optionally stored in a flat file, removing the need for an external database and making the product suitable for deployment at any site - whatever the size or platform.

Keeping pace with emerging airline trends, Embark/LBA2 also includes support for IATA 2D bar coded documents, helping to support the Home and Kiosk check-in revolution and ensuring that passengers can be securely boarded, however they checked in. Embark/LBA2 has built in support for all the modern airport devices, including bar code wands and combined Gatereader ATB2/Bar Code devices, along with dedicated BCR devices such as the Access LSR120S.

And finally, Embark/LBA2 is certified on all the major CUTE platforms, including those by SITA and ARINC, making it the perfect choice for an airline looking for a network-wide solution.

These innovations have led Virgin Atlantic Airways and Korean Air, both existing users of LBA2, to choose Embark/LBA2 as their corporate boarding solution, rolling it out across their operations around the world.

Korean Air have already deployed Embark LBA2 at 20 SITA CUTE sites worldwide in addition to their many existing ARINC MUSE sites. Virgin Atlantic will be deploying it to every station on their route network during 2007.

During the first half of 2007, Virgin Atlantic Airways will be changing their UK operations to print 2D bar coded boarding passes at both traditional check-in desks and CUSS kiosks. This will also coincide with the introduction of internet check-in, whereby the passenger prints their own boarding pass at home. Embark/LBA2 will support all of these new channels, reading the documents and boarding the passenger - however they checked in.

“As an existing user of LBA2 and other Damarel products we had no hesitation in approaching Damarel to fulfil our need for a boarding application to meet our new requirements. The proposed Embark LBA2 met these for both functionality and a user interface that we were already familiar with. Damarel have been very responsive and supportive in meeting our timescales for delivering increased services to our passengers. In addition, we can now have a standard boarding application at all airports from which we operate.”

Mike Holloway

Project Manager, I.T. Projects Delivery

Virgin Atlantic Airways

To discuss how Embark/LBA2 can help your operation, or to arrange to see it in action, please phone +44 (0)1252 783787 or email: info@damarel.com