



advance. automate. announce.



“the world’s  
most advanced  
automated  
public  
announcement  
system”

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# What is Phonetica?

The solution when you need a flexible, consistent announcement system that's powerful enough to integrate across desktop, tablet and mobile.

Whether you're installing a new PA system or considering an upgrade...

**Phonetica is the world's most advanced solution for consistent, high quality announcements.**

The heart of the Phonetica system is its library of messages. Announcements can be created quickly and to the 'house standard' with variables preprogrammed and instant translation available in multiple languages – all at the tap of a screen or click of a mouse.

The touchscreen interface enables you to create bespoke messages, providing stock translation, a preview, and the ability to precisely send them to the right zones in your airport.

The system can prioritise, queue and automatically broadcast messages in individual zones, improving audibility and reducing overall noise in a terminal. The volume, pronunciation and clarity of every message is guaranteed, irrespective of staff capability or skill level.

Phonetica links with flight information systems and provides a full audit trail of sent messages and gate calls – ensuring you and your handling agents are fully compliant with individual carrier boarding procedures – and providing proof of individual passenger calls.



# advance. automate. announce. across all platforms

Phonetica works with your existing audio infrastructure, which means you can upgrade your entire announcement system without massive capital investment or IT risk.

It's available as outright purchase, rent or lease. It's an out of the box solution that we're happy to customise to your individual needs – different voices, languages, protocols – for smaller terminals, international hubs – and those looking at 'silent airports' where consistency and audibility are managed in ways that are simply not an option with microphones and human fallibility.



A photograph of a person's hands holding a tablet computer. The person's left hand is at the top, and their right hand is at the bottom, with their index finger pointing at the screen. The background is blurred, suggesting an office or airport setting. A large orange graphic element is overlaid on the right side of the image.

# It's simple...

**Imagine an announcement system that translates, saves time, minimises customer frustration, and works on the move?**

Phonetica integrates with all leading amplifier and speaker products and runs on desktop PCs, Android and iOS tablets. A mobile solution, it enables you to put terminal teams where they're most effective on the ground, reducing staff costs in traditional back office functions and providing a better experience for passengers.

It works all day every day – and comes into its own when the unexpected happens – locating people and information where it's needed – avoiding queues at traditional, fixed information desks.



# For airports of all sizes



## Phonetica is...



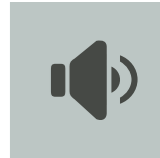
**Simple to adopt** and migrate from your basic system. We securely load onto your PA server remotely – or install in person, working hand in hand with your IT and engineering team.

**Preloaded** with proper nouns such as destination names and includes a 'profanity trap' to avoid abusive language mistakes.

**Hassle-free** we work directly with airport operators and handling agents plus facilities management companies, architects, specifiers, PA system providers and construction companies.

**A mobile solution** with the ability for ground staff to generate messages on the move.

**Perfectly timed** clear and consistent public address in a multitude of languages, with an audit trail of every message.





# The right messages, in the right places, to the right people at the right time

Saving staff costs, increasing flexibility and reducing risk.





**Phonetica makes life easier for passenger-facing staff. It relieves frustrations and solves everyday problems, delivering a better airport experience.**

**The system contains a useful database of everything from rental cars to hotels – so even newly hired staff have everything they need at their fingertips.**

Training them to use the system takes around half an hour. For terminal managers rewarded against targets it also provides a tick box solution to what's otherwise a difficult-to-manage resource.

**The cost-neutral investment that pays for itself in reduced recruitment costs.**

The system is easy to purchase outright with low annual support fees. Alternatively it can be leased over 2–5 years where no CapEx budget is available. The potential cost savings from reducing staff headcount in 'PA rooms' and back office functions can make Phonetica a cost-neutral investment.

## The benefits for you

**Consistent quality across continents with automated, pitch-perfect announcements.**

With many handling agents employing less-skilled workers, announcements have become incomprehensible, inconsistent or even non-existent. Boarding and gate calls can now be made in local zones at perfect pitch and volume via a desktop or tablet interface requiring no new cabling or new servers.

**Reliable, flexible systems support from the 30 years proven experts.**

We've partnered with airport IT and engineering teams for over 30 years, and really understand how to support them. We have an amazing record for reliability – and the expertise to integrate our equipment with existing and new airport infrastructure.

**People where you need them, when you need them, with a tablet-interactive system.**

Long queues at fixed information desks can be avoided by redeploying staff with interactive tablets exactly where they're needed. Phonetica can be installed on as many Android or iOS tablets as you like – adding scale just when you need it most.



# Making your airport even more attractive to new carriers



Most airlines have their own individual boarding process with varying numbers of last calls for no-show passengers.

It's simple to configure Phonetica to each and every one, so your carriers know your airport is following their wishes to the letter. And the audit trail facility can show them every single announcement in case of a passenger missed flight dispute.



The  
benefits  
for your  
public

An airport equipped with Phonetica provides an enhanced experience for frequent flyers and leisure travellers alike. They get to hear information when and where they need it to ensure the smoothest passage through the airport landside, airside and in-transit.

Reunite missing people, visitors and make the airport a more welcoming environment.

Whether visitors are dropping off friends and family, or meeting business associates, busy airports can lead to misunderstandings and missed connections. Phonetica offers an on-the-spot missing persons announcement service, the faster way to reunite families and lost colleagues. It's a great way to build your reputation as an airport of choice, improving everyone's experience at every touchpoint.

100% compliant, every single time.

Your system can be fully configured to your exact legal compliance criteria, helping mitigate risk of compensation claims from passengers or airlines. It solves potential disputes through its precise history of regular or ad-hoc messages, including when, where and by whom they were made. This can be interrogated remotely by legal managers 24/7.

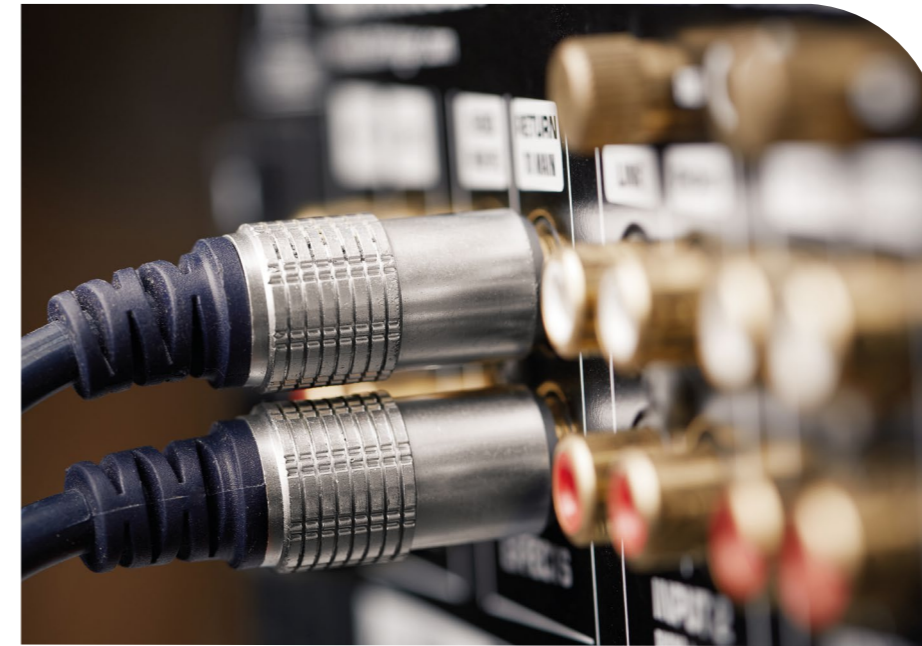
A full library of compliant, automated messages for every day and every emergency.

Automatically generated (library) safety messages are guaranteed in frequency, and exceptional ones such as emergency evacuation procedures are fast, accurate and audible whatever situation might arise – improving HSSE compliance and keeping passengers and staff safely informed.



“Providing the information passengers need when and where they need it.”

“The edge you need in an increasingly commoditised marketplace.”



Partnering with PA system installers

If you're in the business of installing amplifier racks and speakers by competitive tender, adding Phonetica as part of your solution could gain you the edge you need in an increasingly commoditised market.

We are happy to work speculatively as a joint venture partner or a subcontractor and will provide all the necessary tender support to ensure an enhanced – and ultimately winning – bid.

Constructing a quality announcement solution to match your expertise

The pressure to provide the best airport in its class is immense. By including Phonetica as an option, you can be sure that you are proposing the world's best and most advanced PA control solution.



The  
benefits  
for  
partners



# Gatwick gets ahead

## Partnership perfected

London Gatwick is the leading airport in Europe for point-to-point flights and has the world's busiest single-use runway.

**Working in partnership to create “most advanced Automated PA in any airport in the world”.**

**Phonetica supplied Gatwick with its first fully automated and mobile PA system (then called MIA) in 2013.**

Gatwick's Operations Manager has described our system as the “most advanced Automated PA in any airport in the world”. We not only solved quality issues, resulting in all announcements being made using the Phonetica system, but we also increased efficiency in terminals.

Subsequently, Gatwick have further extended our system to include 25 additional languages improving their passenger relations.

**Partnership history**

Since 1983 we have supplied a number of systems to Gatwick including the 'Fixed Ground Power Monitoring System', Information Desk system and automated PA controllers. In 2008 we installed a 10Gig fibre backbone as part of the PA extension between North and South terminals.

Invest in the best  
PA system in the world  
simply call us on +44 (0) 1285 643 582  
or email [marc@phonetica.co.uk](mailto:marc@phonetica.co.uk)

We will provide you with a fast and free audit of your traditional system.  
For over 30 years we've helped airport operators, their terminal managers  
and IT teams improve customer experience, reputation and profitability.



30 years  
experience  
designing,  
building  
& installing  
**pioneering**  
software  
& hardware  
solutions

18**	STUTTGART HBF.	18**	2	D	842-847	D1
554	ANTALYA	19**	1	A	050-461	T8
		19**	2	D	852-854	E3
048	MAURITIUS-GENF	19**	2	D	809-811	E8
936	SHANGHAI PUDONG	19**	1	B	538-545	B20
706	KABUL	19**	2	E	941-943	E9
982	MUENCMEN	20**	1	A	050-461	A20
636	KOPENHAGEN	20**	1	A	051-461	A28
828	KOELN HBF	20**	1	A	050-461	T8
742	LONDON-HEATHROW	20**	1	A	050-461	B31
126	WIEN	20**	1	A	051-461	A21
048	DUBAI	20**	2	E	992-998	E5
758	OSLO	20**	1	A	051-461	B10
657	DUBLIN	20**	2	D	893-894	E4
302	WAHA	20**	1	C	759-785	C6
523	BUDAPEST	20**	2	E	947-948	D25
286	WINDHUK	20**	2	D	881-885	D5
071	SAO PAULO-GUARULHOS	20**	1	C	716-722	B47
408	TOKIO NARITA	20**	2	D	816-820	D4
416	BUKAREST	20**	1	A	050-461	B32
850	KAYSERI	20**	2	D	886-888	D
234	PARIS-CH. DE GAULLE	20**	1	A	050-461	A24
913	LONDON-HEATHROW	20**	2	E	901-909	D8
692	DMWAN	20**	1	A	050-461	B25
906	AEGLIN-TEGEL	20**				
6708	PARIS-CH. DE GAULLE	20**				
554	JOHANNESBURG	20**				
048	TOKIO NARITA	20**				
936	SALZBU7G	20**				
706	ZUERICH	20**				
982	MUERNBERG	20**				
1636	HAMBURG	20**				
6828	STUTTGART	20**				
4742	HANNOVER	20**				
126	BANGKOK	20**				
048	ZAGREB	20**				
4758	WARSCHAU	20**				
657	AMSTERDAM	21**				
5302	HOF-PLAUEN	21**				
523	FLORENZ	21**				
286	FRIEDRICHSHAFEN	21**				
8071	MILAND-LINATE	21**				
408	MUENSTER OSNABRUECK	21**				
3416	ATHEN	21**				
7850	BILBAO	21**				
4234	KOELN HBF	21**				
913	BARCELONA	21**				
692	LUXEMBURG	21**				
	LYON	21**				



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Phonetica is a product developed by the consulting electronic engineers at Microwatt Athena Limited. World leaders in airport systems for over 30 years.

We are proud to support industries such as defence, manufacturing and transport with truly unique solutions in audio and energy monitoring.