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PHL Launches Smartphone Wayfinding Service for Blind and Low Vision Passengers

PHILADELPHIA — Philadelphia International Airport (PHL) announced today that it has partnered with Aira, the world's fastest-growing assistive technology service for people who are blind or low vision. The smartphone app service is available now under the name "Aira – Visual Info On Demand" on both Google Play and the Apple Store.

Aira – pronounced EYE-rah -- is a portmanteau of the acronyms Artificial Intelligence (AI) and Remote Assistance (RA). The smartphone app enables passengers to connect with professional agents who act as visual interpreters, using the traveler's phone camera to share views of their surroundings and interact with agents.

The service is free of charge to travelers thanks to PHL's investment in the Aira Airport Network.

"Travel is such an important part of everyone's lives, and we want to ensure that all travelers can enjoy the opportunities it provides," said Kathy Padilla, PHL Director of Diversity and Inclusion. "This type of innovation and partnership with the community is part of our DNA in the city of Philadelphia."

Aira will join PHL's other multimodal wayfinding services in supporting travelers across a spectrum of needs. From curb to check in to navigating through terminals to gates, Aira agents will coordinate with PHL support staff who are dedicated to assisting those with disabilities.

"We are excited to welcome PHL as an Aira Access partner. As today's fastest growing assistive community for people who are blind or low vision, we focus on delivering immediate, accurate information anytime and anywhere," said Suman Kanuganti, Aira's founder and CEO. "Given the dynamic nature of traveler information and the challenges of moving through a crowded terminal, this is a perfect fit for airports."

Philadelphia International Airport is owned and operated by the City of Philadelphia. The Airport is a self-sustaining entity that operates without the use of local tax dollars. It is one of the largest economic engines in Pennsylvania, generating an estimated \$15.4 billion in spending annually and supporting more than 96,300 full-time jobs for the 11-county Philadelphia MSA.