

For immediate release

## **World's First Use of Cardboard in Exterior: Introducing Check-In Machines with a Smart Design Quicker check-ins and placement of ad media for cost reduction**

- Introducing new check-in machines with a smart design, created by architects
- Large-size monitor screens to cut down on total time required at airports including waiting time
- Use of cardboard for exterior to realize cost reduction through lighter weight and ad placement
- Five new check-in machines to be set up at Terminal 2 (international), Kansai Airport on Oct. 23

**OSAKA October 23, 2015** - Peach Aviation Limited ("Peach"; Representative Director and CEO: Shinichi Inoue) has announced that starting October 23, it will be introducing new automatic check-in machines ("new check-in machines"). Services will get underway today with five new check-in machines at the Terminal 2 Building for international flights at Kansai Airport, with more to be set up at Peach's other domestic airport destinations to follow.

The new check-in machine has been developed with a design and direction provided by architects. It will be equipped with a large monitor screen that is double the size of those of conventional check-in machines (32 inches compared with conventional 15-inch screens) and incorporate the use of cardboard as material for its exterior. It will be the first time<sup>\*1</sup> in the world that cardboard are used as material for check-in machines. Developed with a smart design through comprehensive concept design rendered by architects, the machine is an innovative new creation of a check-in machine that boasts both solidity as well as a sophisticated exterior that doesn't appear at a glance to use cardboard.



"The design and structural design were jointly developed by Peach and Yaneura Design<sup>\*2</sup>, a local architecture office, and realizes a functional and stylish design."

\*1 Based on research conducted by Peach.

\*2 Yaneura Design (Chuo-ku, Osaka; representative: Masashi Terada): Conducts business chiefly in Osaka, engaging in areas such as building design, interior design, and product design; boasts a track record in providing designs for various facilities such as residential, dentist's offices, beauty salons, clothing stores, children's wear shops, specialty stores for hats, restaurants, and izakaya drinking establishments. Aims to create architectural designs which are like easy-going vessels that can make an impact on the lives and emotions of many people.

Through the introduction of its new check-in machines, Peach expects to shorten the time required for the total aviation experience of its customers, employ advertising media on the machines, and reduce costs.

#### <Quicker check-in>

The large monitor screens that are double the size of the screens found on conventional machines and the taller height of the new check-in machines will make it easier for customers to see where they are located, even at times when the terminal is congested with people. While the speedy processing times of conventional machines at "a maximum of five seconds" had been significant, the large monitor screens on the new check-in machines will enable approaches to be made to customers who are queued for check in. The large monitor screen will be allow customers who are lined up in front of the new check-in machine to be indirectly prompted to have their passports ready, making it possible to shorten the total airport experience that includes preparations for check-in, even when they aren't being issued their boarding pass.

While conventional machines allowed language selections to be made from Japanese, English, Chinese (traditional and simplified), or Korean, the new check-in machine will automatically show the language used at the time of reservation when it recognizes the reservation number and enhance smooth servicability in response to the increasing number of foreign visitors to Japan.

Peach is currently applying for a patent for the process to shorten the total airport experience of customers at the time of check-in.



"The size of the monitor screen has been increased from 15 inches to 32 inches, enabling the top and bottom parts to be split as desired and to show different details."

### <Advertising media>

The use of cardboard in the exterior of the new check-in machines will make it easy to change its appearance, making it possible to leverage as an ad medium, such as for the placement of brand logos or icons for new products. As the images may be changed from one machine to the other, it will also be possible to adorn different pictures by airport, such as showing an image of a festival that is being held at a particular destination airport.



"The exterior is interchangeable and may be used for all types of designs, allowing consideration for use as an ad media."

### <Effects of cost reduction>

While increased costs are standardly expected when check-in machines are made larger, Peach has succeeded in jointly developing bigger check-in machines with architects using cardboard for the exterior, maintaining functionality and durability, and controlling costs. Compared to general costs incurred when manufacturing check-in machines of the same size, the new check-in machines can be made at approximately a fifth of the cost. By reducing the area required for the base when compared to conventional machines, it will be possible to control the usage of floor space within airport terminals. The use of lightweight material such as cardboard will also contribute to the reduction of the costs which are generated when transporting or setting up the machines.

Peach will continue to create innovation for the aviation industry, offer sky travel that is fun and carefree, and enhance the fulfillment of people's lifestyles.

Website: [www.flypeach.com](http://www.flypeach.com)

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