

# CASE STUDY

**Kiosk Marketplace**  
KIOSK NEWS, TRENDS & COMMENTARY

## Bringing civilization to the airport

With an interactive ordering system developed in partnership with NEXTEP SYSTEMS, airline travelers now have a good reason to arrive early.

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systems  
the next step is simple.

Automated-ordering systems provider NEXTEP SYSTEMS has partnered with food and beverage operator OTG Management to deploy “re:vive,” an innovative dining program at JetBlue Airways’ new Terminal 5 at JFK International Airport in New York City.

The program features 16-seat clusters in front of about half of the terminal’s 26 gates, with each cluster offering electric outlets for recharging laptops and mobile phones as well as touchscreen monitors that display flight information and a food and beverage menu.

The re:vive system uses NEXTEP’s self-order touchscreens to allow travelers to order their food quickly and easily. Customers can order food, pay with a credit card and have it delivered to the gate area.



### The problem

As security has become tighter in recent years and flight delays become more prevalent, travelers arrive at the airport earlier and spend more time waiting for flights.

*The re:vive system, the result of a partnership between NEXTEP SYSTEMS and OTG Management, offers a complete menu of food and beverage items, which airline travelers can have delivered to them at the gate.*

### Facts about re:vive at JFK's Terminal 5:

- It features 16-seat clusters in front of about half of the terminal's 26 gates.
- Touchscreen monitors display flight information and a food and beverage menu.
- Clusters offer electric outlets for recharging laptops and mobile phones.
- Customers can order food, pay with a credit card and have it delivered to the gate area.

Those factors helped inspire Rick Blatstein, CEO of OTG Management, to develop the re:vive program. Philadelphia-based OTG Management operates concessions at nine airports around the country.

"I would walk through airline terminals around the country constantly and see people sitting at their gate, really doing nothing," Blatstein said. "I realized it was a missed opportunity. Some people like to sit at their gate to make sure they are there if the flight changes and so forth, but they are still hungry and thirsty."

At JFK's Terminal 5 or T5, JetBlue Airways tapped OTG to create an experience inspired by New York's unique culinary culture. The terminal includes nine full-service restaurants, eight quick-serve eateries, grab-and-go gourmet markets, three coffee bars and six bars/lounges along with the re:vive program.

T5, one of the first terminals in the United States to be designed and built post-9/11, opened in late October 2008. The \$743-million terminal handles all JetBlue departures from JFK as well as all domestic arrivals and international arrivals that pre-clear customs prior to arriving in New York.

The 635,000-square-foot terminal boasts 26 gates distributed throughout three concourses and includes a 55,000-square-foot central retail and concession marketplace. T5 is designed to accommodate up to 20 million annual customers with up to 250 daily departures.

"From day one, Terminal 5 will welcome more than 30 percent of JFK's annual customer traffic," said Dave Barger, CEO of JetBlue Airways. "The terminal is designed specifically with our customers in mind, and we have created a new standard in both comfort and service that everyone can enjoy."

### The solution

OTG, which owns and operates the T5 restaurants, worked closely with NEXTEP to create the re:vive program. His goals, Blatstein said, were to bring humanity and warmth to airport dining and to help relax the travel experience.

OTG spent more than \$45 million to design and build the 22 food and beverage outlets in the terminal. The re:vive system is the largest deployment of its kind in the world.

“It really took about a year,” Blatstein said. “We did some early testing in Terminal 6 at JFK, and it evolved into this.”

The re:vive touchscreen ordering system was developed by NEXTEP SYSTEMS, the leading provider of touchscreen ordering systems for airports, casinos, stadiums and other high-volume foodservice venues. The system presents a simple, intuitive user interface to travelers, allowing them to select from a complete menu of food and beverage offerings.

Customers can use one of the 235 touchscreen monitors at the re:vive clusters to order meals for delivery to the gate area. The screens, which also display flight information, show the approximate delivery time and ask if it's acceptable. Delivery generally takes between 10 and 15 minutes.

The menu options, which consist of sandwiches, meat and cheese plates and appetizers, arrive either on a plate with silverware or packaged for carryon. The average check is between \$7 and \$8.

The NEXTEP customer-facing solution is fully integrated with the MICROS 9700 point-of-sale system for consolidated menu management, inventory control and reporting. NEXTEP also provided



*Airline travelers can use the re:vive system to order food or check flight information without leaving their seat at the gate.*

16 self-order kiosks for the OTG-managed food court and dynamic LCD digital menu boards throughout the new terminal. “We were pleased to partner with OTG and JetBlue on the new re:vive concept,” said NEXTEP president Tommy Woycik.

Re:vive debuted just weeks before the Thanksgiving holiday, typically the busiest travel period of the year at JFK.

“It performed very well,” Blatstein said. “That was one of our first true tests of it, and we were very happy.”

### The future

Blatstein is already thinking about other potential uses for the re:vive kiosks, he said.

“We believe that the re:vive locations will be used for advertising as well as the sales of food and beverages,” he said. “The graphics are great, the visibility is terrific and they are very easy to change.”

In fact, JetBlue announced plans in December to sell ad spots on the system beginning in 2009.

Blatstein said he also hopes to expand the system in T5, throughout JFK and into other airports.

“I hope as flights grow that we don’t have enough seats and that we can add some more. JetBlue, I believe, feels the same way,” he said. “Each terminal at JFK is like its own mini-airport, and we definitely hope to expand this throughout the other terminals. We are also looking at a number of other airports around the country.”

**About the sponsor:** NEXTEP SYSTEMS, based in Troy, Mich., is a leading provider of automated-ordering solutions for restaurants, casinos, airports, stadiums, arenas, delicatessens and other high-volume food-service venues. NEXTEP’s core business revolves around self-order kiosks, online ordering and digital menu boards.

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