

## AIR INDIA ADDS 'AEYE VISION' TO ITS MOBILE APP FOR AI-POWERED REAL-TIME TRIP UPDATES

- Becomes the first airline in India to leverage computer vision to improve mobile app experience
- AEYE Vision streamlines navigation by scanning unique codes on tickets, boarding passes, and baggage tags

**GURUGRAM, 03 September 2024:** Air India, India's leading global airline, has launched a new feature on its mobile app called 'AEYE Vision,' designed to enhance the passenger experience with real-time trip updates. Developed in-house and powered by AI-based computer vision technology, AEYE Vision allows passengers to access flight details, boarding passes, baggage status, and meal options by simply scanning a code on their ticket, boarding pass, or baggage tag.

With AEYE Vision, users can point their phone camera at their boarding pass, baggage tag, or ticket to instantly access relevant trip details within the app, eliminating the need for manual data entry. This feature is accessible on the top-right corner of the Air India mobile app's home page, as well as in other parts of the app where computer vision capability can eliminate or minimise data entry steps.

Key assistance features of AEYE Vision include:

- Boarding Pass: Scan to instantly add journey details to 'My Trips' and check flight and baggage status.
- Baggage Tag: Users can scan their baggage tags to keep a track of their checked-in bags. This feature can inform users of when bags are loaded, unloaded, and are ready for pick up at the baggage claim.
- Ticket: This feature allows users to scan their tickets to initiate the web check-in process, add the trip to the 'My Trips' section, and track flights and checked-in bags.

AEYE Vision significantly minimises steps and requirements of data entry to access real-time trip details giving the customers an immersive App experience. Users can scan documents directly using their phone camera or upload an image from their gallery, with the app recognising the content and initiating relevant actions automatically.

"Modern-day computer vision technologies based on artificial neural networks have the power to recognise objects and patterns with a degree of accuracy matching or exceeding human perception. This has the potential to eliminate cumbersome data entry from input constrained devices such as the mobile phone. We are delighted to bring to bear the power of the latest in

artificial intelligence technology in the form of computer vision to ease the journey of our esteemed customers on our mobile app. We will be embedding this capability across our mobile app so that the app is a joy to use,” said **Dr. Satya Ramaswamy, Chief Digital and Technology Officer, Air India.**

Air India is planning to add more features such as baggage dimension check, passport scan, image-based destination search, and augmented reality-based destination details to its app over the next few months.

#### **ABOUT AIR INDIA:**

Founded by the legendary JRD Tata, Air India is a pioneer of Indian aviation. Since its first flight in 1932, Air India has built an extensive global network that spans 29 countries across five continents, connecting India with major destinations in USA, Canada, UK, Europe, Africa, Asia Pacific, Australia, and the Middle East.

After its homecoming in 2022, from the Government of India to the Tata group, Air India embarked on Vihaan.AI, a five-year transformation journey, with a vision to be a global airline with an Indian heart. The first two phases of this transformation, ‘Taxi’ and ‘Take-off’, were focused on fixing the basics and building foundations for growth. The airline has now entered the ‘Climb’ phase, which will focus on achieving excellence in operations and customer experience.

A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity to passengers as a full-service global airline, while its wholly owned subsidiary Air India Express operates as a low-cost airline flying within India and nearby countries.

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