

Okaloosa County News Release



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VPS Will Have the First Avatar Installed in a Florida Airport.

Northwest Florida Regional Airport (VPS) has a new employee "Ava." Ava is the airport virtual avatar, created by Airus Media, Inc. (DBA airportONE.com). Designed specifically for airports, Ava will provide pertinent information to departing passengers to help expedite them through the security checkpoint.

Dressed just like one of the airports employees, Ava twiddles her thumbs while idle, smiles, and looks in different directions until approached by a passenger, at which point she politely speaks, delivering preprogrammed content to passengers. Future versions will be multilingual and will employ voice recognition technology.

Ava truly gets the passenger's attention and delivers a clear and consistent message. VPS will be the first airport in Florida with an Advanced Virtual Assistant (AVA), while other versions are being installed at John F. Kennedy International Airport and LaGuardia Airport for the Port Authority of New York and New Jersey.

The initial AVA will be a temporary version while a more permanent version which will be more specific to VPS will take a couple of months to complete and will include additional security and amenity related messages.