

Airports Turn to Smart Windows to Improve Passenger Experience

New Study Demonstrates View Dynamic Glass Improves Airport Passenger Experience; Increases Revenue; Reduces Operational Expenses

MILPITAS, Calif. and DFW AIRPORT, Texas – April 17, 2018 – View®, the leader in dynamic glass, today announced the results of a study on the impact of in-terminal passenger experience and its correlation to higher revenues and reduced operational expenses. The study, conducted at Dallas Fort Worth International Airport (DFW), found that terminal windows fitted with View Dynamic Glass overwhelmingly improved passenger comfort over conventional glass, resulting in an 83 percent increase in passenger dwell time at a preferred gate seat and a 102 percent increase in concession spending. The research study was conducted by DFW Airport, View, Inc., and an independent aviation market research group.

“DFW is the world’s largest carbon neutral airport, and we are constantly evaluating new technologies and solutions throughout the airport to identify improvements for customer experience and sustainability,” said Sean Donohue, CEO at DFW Airport. “The results of this study confirm that dynamic glass can reduce cooling costs and support DFW’s commitment to minimize our carbon footprint. We were very pleased to see the positive effect on the customer experience and how the glass changed customer behavior with less glare and cooler temperatures.”

Airports continuously work to identify solutions to improve the passenger experience, reduce operational expenses and improve revenue streams. View Dynamic Glass reduces glare and unwanted heat within the terminal, providing a more comfortable environment for passengers and airport employees while also enabling airports to reduce their carbon footprint. View has installed dynamic glass at several airports including: Boston Logan International Airport (BOS), Charlotte-Douglas International Airport (CLT), San Francisco International Airport (SFO), and Seattle-Tacoma International Airport (SEA).

Key findings from this study include:

- **Seating with a view matters.**
Passengers prioritize access to light and views of airplanes ahead of proximity to electrical outlets, restrooms and televisions – second only to locations with empty adjacent seats. With dynamic glass installed, 84 percent of passengers sought a better view, preferring to sit close to (dynamic glass) windows.
- **Dynamic Glass increases passenger comfort by keeping the heat out.**
Infrared imaging showed that dynamic glass reduced surface temperatures by 10 to 15 degrees on seats, carpets, passenger clothing and skin compared to the gate with conventional glass. This improvement in thermal comfort promotes greater passenger delight and enables reduced use of HVAC systems for cooling.
- **Comfort at the gate translates to longer passenger dwell times and increased revenue.**
Survey results found that passengers seated by dynamic glass stayed 83 percent longer than passengers seated next to conventional glass. After dynamic glass was installed at the Twisted

Root restaurant at DFW Airport, the restaurant saw a 102 percent year-over-year increase in concession sales, over a six month period.

“Every airport is now investing in facilities that enhance the passenger experience. All modern designs incorporate multi-story glass facades that bring more natural light and provide dramatic views; however, this very feature is also creating significant passenger discomfort through increased glare and heat,” said Dr. Rao Mulpuri, CEO of View, Inc. “View Dynamic Glass uniquely solves this problem and delivers to the design intent of creating delightful passenger experiences. This study validates the reasons why View Dynamic Glass is being adopted in airports at an accelerating pace.”

To view the full findings from the recent study, please visit <http://bit.ly/2JQoNCE>, and to learn more about View Dynamic Glass, visit www.viewglass.com.

Methodology

The study, led by Dr. Alan Hedge, a professor in the Department of Design and Environmental Analysis at Cornell, was conducted at two locations at DFW Airport during October 2017 after a public bid process, with View replacing existing conventional insulated glass at DFW’s Gate A28 and in the bar section of a nearby restaurant, both of which are oriented East and experience significant morning sun and heat. The study utilized Gate A25, which is similarly oriented to Gate A28 and fitted with conventional insulated glass, as a control for comparing passenger seating, behavior and dwell time in boarding areas and previous month and year sales history to analyze impact on the restaurant’s business. Over the period, more than 30 flights were monitored and evaluated using video footage, and surveys were conducted with over 500 passengers.

About View

A leader in building innovation, View Inc. is the first company to successfully advance the large-scale commercialization of dynamic glass. Situated at the intersection of human wellness, smart connectivity, and energy efficiency, View manufactures View Dynamic Glass, a new generation of architectural glass that intelligently transitions through multiple tint states to control the sun’s energy, providing an enhanced occupant experience, optimum natural light and superior thermal comfort. View has completed over 400 commercial installations, with another 200 in progress.

For more information, visit: www.viewglass.com.

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