
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

TRV301-R

Enhance the traveler experience with computer vision

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Agenda

Intro to the AWS travel and hospitality (T&H) practice

Computer vision in travel and hospitality

Solution patterns

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Introduction to AWS travel and hospitality

AWS team dedicated to travel and hospitality – and making you successful

aws travel and hospitality

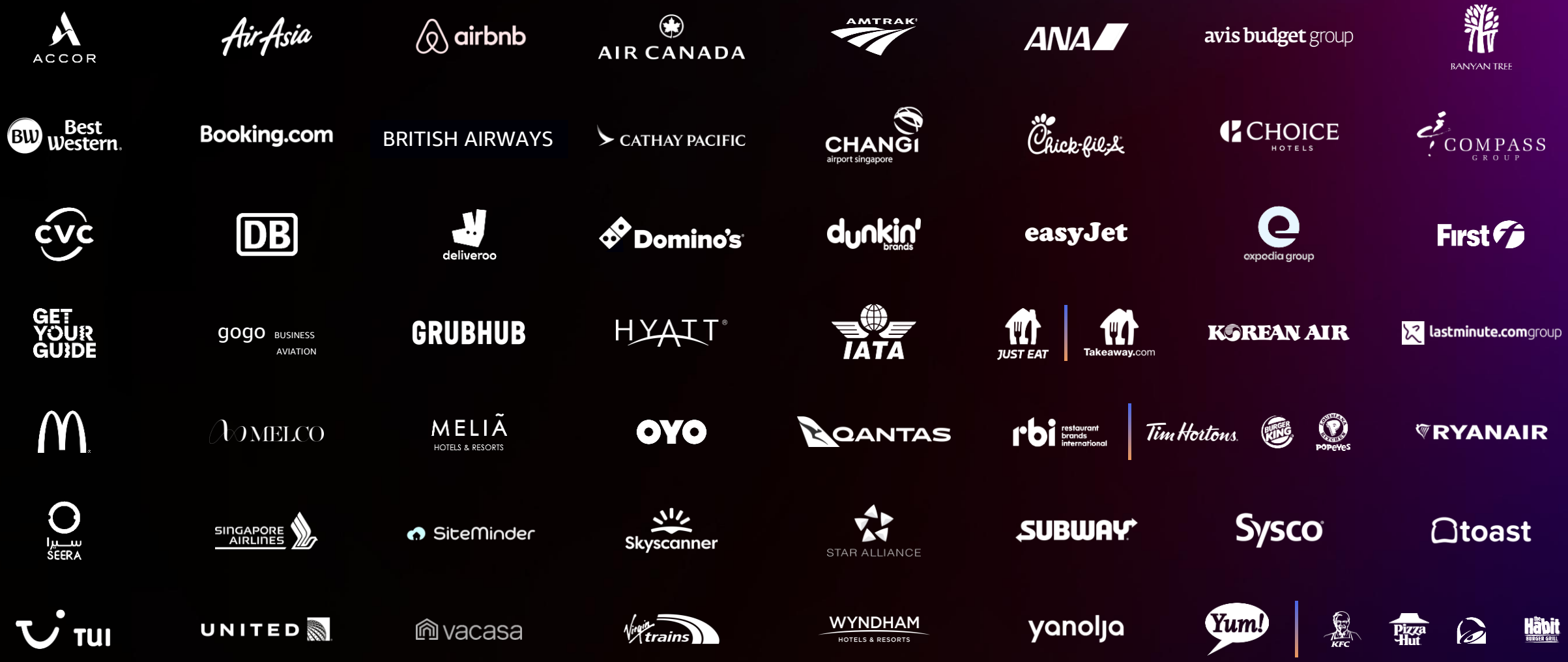
Industry expertise and focus

Best practices from other industry customers

Industry-specific solutions

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Select AWS travel and hospitality customers



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Top priorities for long-term resilience and success*

61%
Business operations resiliency programs

Automation technologies
Augmentation technologies

59%
Digital trust programs

Security
Privacy tech
Tech for social, environmental, responsibility, and ethics

59%
Customer experience programs

eCommerce
Customer support
Customer intelligence

58%
Digital infrastructure resiliency programs

Cloud
Edge infrastructure
Autonomous IT

*Source: Future Enterprise Resiliency & Spending Survey, IDC, February 2021. *n* = 738 worldwide tech decision-makers.
Q: For each program below, what are your organization's technology priorities over the next 2 years to ensure the long-term resilience and success of the business? Showing percentage reporting priority or top priority.

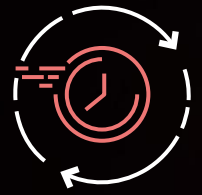
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What can computer vision enable?



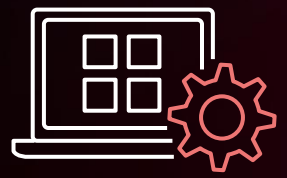
OPTIMIZING BUSINESS WITH NEW EFFICIENCIES

Create greater efficiency through sophisticated detection algorithm



MAKING SMARTER, FASTER DECISIONS

Make more informed, faster decisions to act on opportunities sooner and get better results



ADDING NEW CAPABILITIES TO EXISTING PRODUCTS

Enrich existing product to improve customer engagement and attract new users through deeper experiences



INVENTING NET-NEW PRODUCTS

Use data to develop innovative ideas and bring new products to market

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AI maturity model



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Solutions patterns

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Queue depth management

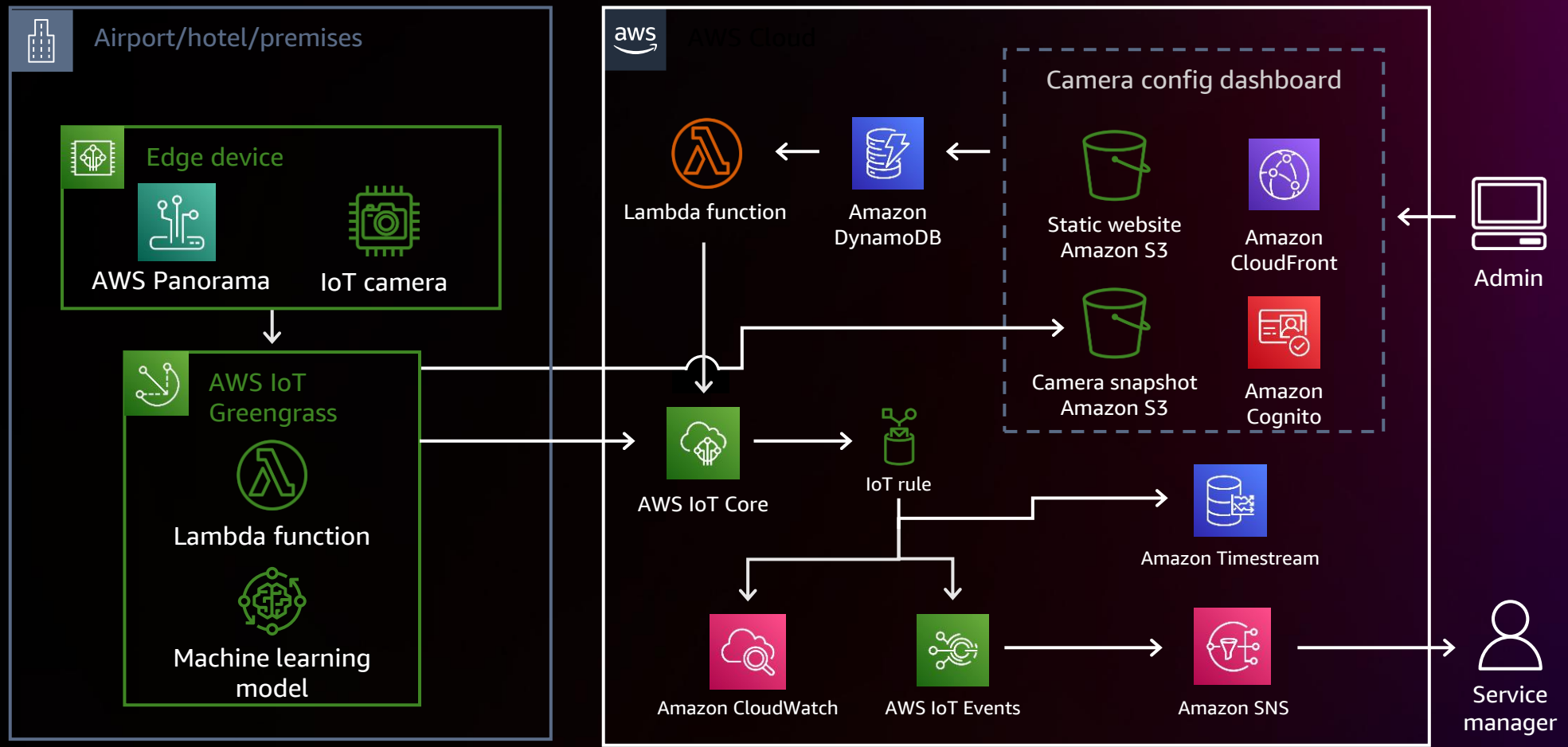
Key benefits

- Reduce waiting time and traveler frustration
- Improve service quality
- Improve staff efficiency
- Reduce operational costs
- Drive revenue growth



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Queue management system



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Digital twin and computer vision

Solutions

- Asset management
- Property/ground operations
- Maintenance for aircraft or properties

Benefits

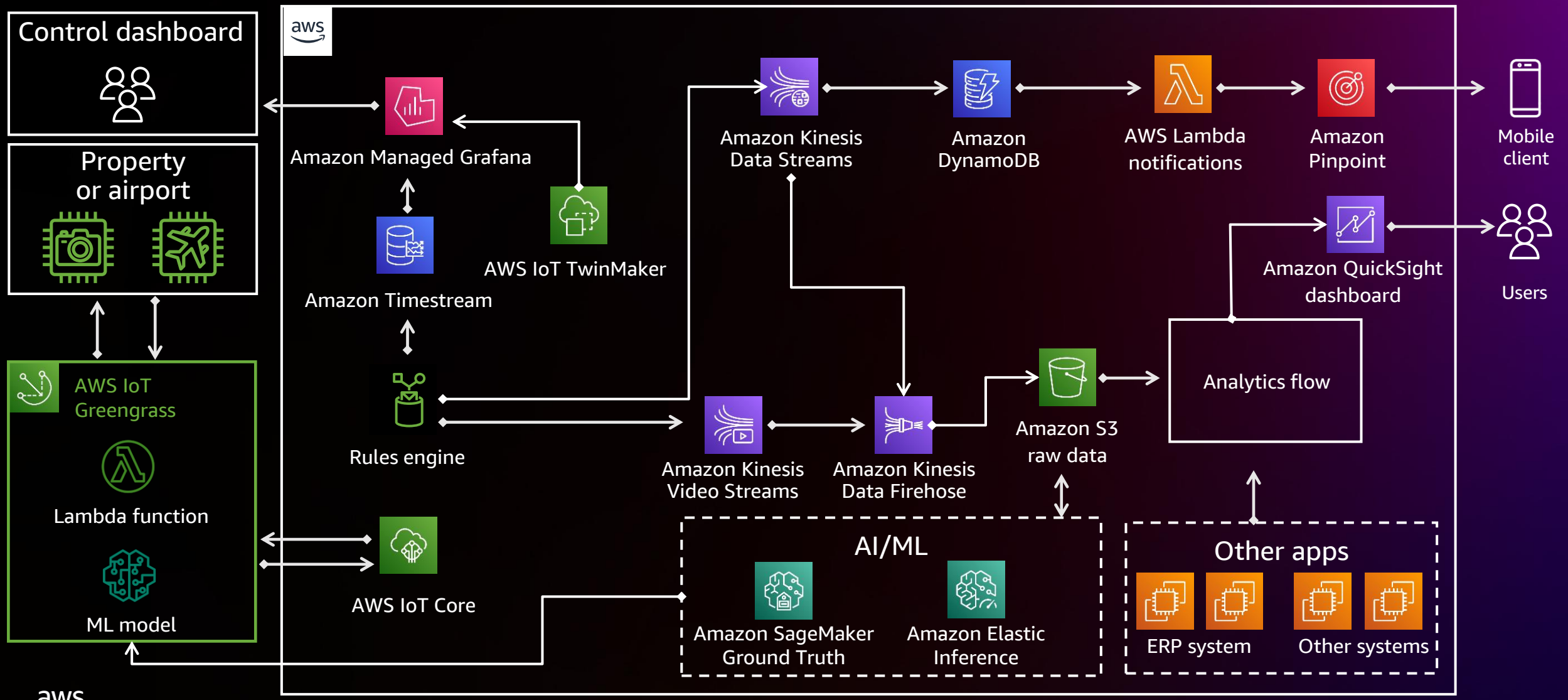
- Observe and control operations to identify optimization potential, failures, and risks
- Simulate and testing configurations to identify risks and bugs before implementing
- Train employees in handling new systems using virtual reality



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AWS IoT architecture



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Thank you!

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