

**13 May 2016****easyJet tests smart shoes to help its customers explore destinations****Embedded technology in the 'Sneakairs' could help customers navigate new cities  
whilst taking in the sights**

easyJet, Europe's leading airline, has unveiled a prototype smart shoe - named the 'Sneakairs' - which with their built-in technology could help customers explore new cities with ease, enabling them to take in their surroundings without getting lost. The revolutionary smart shoe, unveiled at the 'Barcelona Street Project' event in Barcelona, incorporates a technology which connects via Bluetooth to a smartphone app which uses phone's GPS and directs the wearer which way to walk by triggering small vibrating sensors within the shoe.

The technology could see tourists being able to experience the sights without having to refer to a map or their phones for directions - perfect for finding their way back to hotels after a night on Las Ramblas.

easyJet is known for using technology to make travel easier for its 70 million passengers. Since last year the airline has been helping its passengers through the airport with its Mobile Host technology, a feature of easyJet's award winning app that provides helpful guidance to passengers during their journey in the airport, including directions to the gate and timely information on gate numbers and luggage belts to make their journey that little bit more seamless. The easyJet Sneakair prototype could be developed for its passengers to purchase on-board in the future.

Wearable technologies are not new to easyJet. To coincide with its 20th birthday last November, the airline unveiled a world-first in airline uniforms by demonstrating wearable technology into cabin crew and engineers' uniforms to improve communication and passenger safety procedures.

**Peter Duffy, easyJet's Marketing Director said:**

"The Sneakair is yet another example of how easyJet is always at the forefront of technology all designed to make travel easier for our customers. The take up of our app and Mobile Host technology has shown us our passenger embrace technology before they travel and while they travel with us, so why not once they arrive at their destination?"

"We are looking at making this technology available for purchase on-board in the future, offering a very practical solution to those passengers who want to relax visiting a new place without the need of a map and enjoy every moment while they explore a new city."

**Nuria Martínez, Digital Area Director in D6 said:**

"We have developed this navigation solution because we have seen a gap in the market for this product. It's also a great fit for an airline such as easyJet who fly so many people to new, perhaps unfamiliar destinations.

"Throughout this project we had to factor in that it should be low in energy consumption, small enough and we think it fulfils that brief. We are looking forward to working with easyJet on this project."

The Sneakair prototype has been tested during the Barcelona Street Project event with testers enjoying landmarks such as Gaudi's Casa La Pedrera and Casa Batlló' in the Gracia area, without having to keep checking the map to navigate the city.

In recent years easyJet has embraced technology to help make passenger journeys easier and more seamless. easyJet's app is the fastest airline app available and has now been downloaded more than 16 million times. Almost 100,000 passengers used mobile boarding passes last week.

#### **Video Content:**

<http://digitalnewsagency.com/stories/draft/9891-easyjet-tests-smart-shoes-to-help-its-customers-explore-destinations>

[www.barcelonastreetproject.com](http://www.barcelonastreetproject.com)

**ENDS**

For further information, please contact the easyJet Press Office on 01582 525252, log onto [www.easyjet.com](http://www.easyjet.com) or follow @easyJet\_Press

#### **About easyJet:**

easyJet is Europe's leading airline offering a unique and winning combination of the best route network connecting Europe's primary airports, with great value fares and friendly service.

easyJet flies on more of Europe's most popular routes than any other airline. easyJet carries over 70 million passengers annually, of which more than 12 million are travelling on business. easyJet flies over 240 aircraft on

more than 800 routes to over 130 airports across 31 countries. More than 300 million Europeans live within one hour's drive of an easyJet airport.

easyJet aims to be a good corporate citizen, employing people on local contracts in seven countries across Europe in full compliance with national laws and recognising their trade unions. The airline supports a number of local charities and also has a corporate partnership with UNICEF which has raised over £7m for the most vulnerable children since it was established in 2012.

The airline takes sustainability seriously. easyJet invests in the latest technology, operates efficiently and fills most of its seats which means that an easyJet passenger's carbon footprint is 22% less than a passenger on a traditional airline, flying the same aircraft on the same route.

Innovation is in easyJet's DNA – from our launch 20 years ago when we changed the way people fly to the present day where we lead the industry in digital, web, engineering and operational innovations to make travel more easy and affordable for our passengers.