

## **BETTER AIRPORT® PARTNERS WITH JFKIAT TO ENHANCE USE OF DATA AND AI AT JFK TERMINAL 4**

*Copenhagen Optimization expands its partnership with JFKIAT*

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**November 16th, 2021** –Copenhagen Optimization today announced its partnership with JFKIAT to implement its Better Airport software to support operations at JFK’s Terminal 4. Adding Better Forecast and Better Baggage modules to their current portfolio, JFKIAT continues to consolidate solutions in one common operating platform providing an innovative approach to operations and processes while enhancing proactive decision making.

The adoption of Better Airport software represents an expansion of JFKIAT’s partnership with Denmark-based Copenhagen Optimization. During the course of the COVID-19 pandemic, JFKIAT used Better Airport software to add further value to real-time data collected to monitor and handle social distancing at T4.

“We are excited that JFKIAT has chosen to expand our partnership and consolidate systems with our Better Airport solution,” said Kasper Hounsgaard, CEO of Copenhagen Optimization. “We are confident that with the Better Airport solution, JFKIAT and its dedicated team will become even better equipped to achieve their mission of providing a best-in-class customer experience and ensure the highest levels of safety and security.”

The Better Airport solution will consolidate existing systems at T4 and will form the basis of a new common operating and communications platform sharing access with a range of both internal and external stakeholders. This move reflects a shared belief between JFKIAT and Copenhagen Optimization that significant synergies can be achieved by bringing users onto the same platform to break down silos and continuously share valuable information being created throughout the organization.

“We are pleased to expand our proven partnership with Copenhagen Optimization, taking the next step on our journey towards incorporating data-driven innovation at T4,” said Roel Huinink, President and CEO of JFKIAT. “In response to the COVID-19 pandemic, we directed our innovation efforts to improve and transform our processes and procedures by implementing new technology, elevating safety practices, and striving to achieve higher standards to ensure T4’s preparedness for the next normal of air travel. Choosing to consolidate our systems within the Better Airport solution will not only optimize our operations, but will also help us to ensure a first-class customer experience and support our vision to be New York’s leading digital terminal through innovation, data and technology.”

### **About Copenhagen Optimization**

Copenhagen Optimization is a leading provider of software and consultancy focused on airports’ operational planning and execution activities. Copenhagen Optimization has grown quickly since its founding in 2014 and is now working with more than 50 airports across the world on all aspects of the airport operation. Embracing the latest best practice within machine learning and cloud-based software, Copenhagen Optimization delivers substantial value with its intelligent and intuitive Better Airport® planning solution. For more information, visit [www.copopt.com](http://www.copopt.com).

**About JFKIAT**

JFK International Air Terminal, LLC. (JFKIAT) is the operator of Terminal 4 at John F. Kennedy International Airport, one of the most active air terminals in the New York area, serving 33 international and domestic airlines with an annual passenger volume of more than 21 million travelers in 2019. Terminal 4 is the first existing airport terminal in the U.S. to receive LEED Gold certification by the United States Green Building Council (USGBC) for operations and maintenance. The Terminal's expansive Retail Lounge offers an unparalleled experience for travelers with a wide range of food and beverage and retail options, from chic to upscale and from convenience stores, to electronics, accessories and gifts. Terminal 4 was the first air terminal in North America operated by a private management company. JFKIAT's managing member is Schiphol USA Inc., a U.S. affiliate of Royal Schiphol Group.

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