verizon business jetBlue

5 ways you can take off with 5G.

We'll provide the connectivity, so you can take care of your passengers.

Long security lines, lengthy wait times at retail stores and restaurants, and unreliable technology, such as slow or spotty Wi-Fi, can frustrate and disrupt air travel passengers, airport operators and service workers alike.

But 5G, the fifth-generation mobile network, has the potential to be a game changer for JetBlue, enabling a plethora of new capabilities and services in airports and airplanes that can transform the experience for both passengers and operations.

Here are five key ways in which airlines, airports, industry workers and passengers stand to benefit from this cutting-edge technology.

The global 5G in aviation market is projected to grow from USD 0.54 billion in 2021 to USD 9.92 billion in 2028 (47.03% CAGR).*

*5G in aviation market | Fortune Business Insights

#1: Passenger convenience

Most passengers already use their smartphones to manage air travel logistics—checking in, dropping off baggage, accessing mobile boarding passes and receiving flight status updates. 5G can enhance all of these touchpoints by providing faster network speeds with lower latency.

In airports and JetBlue terminals, 5G can provide greater capabilities to offer wayfinding apps, personalized mobile messaging and other proximity-based digital signage that can be updated in near real-time, so travelers can make the most of their time before they board their flight.

As passengers move through the airport, they'll be able to seamlessly roam between cellular and Wi-Fi, which will also allow the networks to better manage traffic demands, including streaming and downloading large files.

#2: Business connectivity

As important as high-speed connectivity is for travelers, 5G can also enable enhanced services and capabilities for airport terminals, retailers and restaurants.

With faster, cloud-based, point-of-sale systems and mobile apps—not to mention self-serve kiosks for ordering and payment of food, beverage and retail—both customers and employees can benefit with convenient ordering and payment options, as well as faster service. Reducing long or unpredictable wait times for airport shopping can help lead to increased customer satisfaction, smoother operational efficiency and greater employee retention.

#3: Inventory management

With 5G, you'll be able to more confidently, accurately and instantaneously connect and track bags, packages, pallets and containers—and all other airport inventory that constantly swirls through security, around the grounds, and to the planes and back—all at once.

5G allows the use of existing networks, such as Wi-Fi, while providing a pathway to adopt more advanced technologies and unlock the benefits and increased scalability of adding devices, speed, reliability and support for advanced imaging applications.

#4: Operational efficiency

Data access and usage will continue to transform aviation, linking the hundreds of decisions that have to be made encompassing customers, flight crews, aircraft sensors, live weather and live air traffic control (ATC) data. And there are opportunities for huge gains in operational efficiency.

IoT connectivity will continue to improve processes—from optimizing line length to controlling lighting for runways, loading areas and roadways to transporting people and baggage with autonomous vehicles through the airport and via shuttles. The options are almost unlimited.

Increasingly, automation and remote management will enable more people to engage in customer service activities that deliver a human touch, all while helping to improve the traveler experience and the safety of passengers and agents.

#5: Strong network security

Security is a top priority for airport operators and travelers. Since 5G networks can provide the ability to run effective and high-quality security systems, airports can implement high-definition video feeds, which stream in near real-time for the situational data analysis promised by AI-powered security monitoring services.

Biometrics devices can also rely on 5G for secure entry; concessions and automated passport scanners can be coupled with devices that automate processes to reduce labor-intensive screening. With customer consent, airports can use biometrics (facial recognition, handprint, fingerprint, etc.) to reduce boarding times.

Charting the future of in-flight operations.

JetBlue has always been recognized among the most digitally proactive airlines, especially with industry-leading advances like free high-speed Fly-Fi and the enhanced digital perks of Mint travel. And you have an opportunity to lead the future of aviation.

With 5G, airplanes can more effectively use data, easily processed and analyzed, with the potential for better maintenance and faster turnaround. Pilots' ability to communicate seamlessly with air traffic control and use enhanced technology in the cockpit will improve safety and flight optimization, and autonomous flight operations will continue to evolve.

All of which, of course, translates to the best possible experience for JetBlue passengers. And it's all closer than you may think with 5G.

Elevate the possibilities with 5G.

Want to learn more about how 5G can transform the travel experience for JetBlue passengers and employees, today and in the future?

Let's talk: JetBlueInnovationTeam@verizon.com

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