



# IDEMIA launches ALIX, its innovative solution based on artificial intelligence dedicated to automating the lost luggage identification process

IDEMIA, the global leader in identity technologies, launches its Augmented Luggage Identification eXperience (ALIX™) solution. This breakthrough innovation will help operators to identify bags that have lost their physical tags, using image recognition. ALIX™ has been developed in partnership with Air France and is currently being used at the airline's global hub at Paris Charles de Gaulle airport.

# TRAVEL

POSTED ON 03.13.23

IDEMIA's innovative solution, based on artificial intelligence, aims to facilitate the lost luggage search process in airports. Current solutions are limited in their capacity and do not effectively meet airlines' and airports' expectations, as they are complex and tedious.

ALIX™ will support airlines and airports in increasing the identification rate of non-identifiable luggage. Most importantly, the improvement of the traveller's experience is at the heart of this technology. It will make their journey smoother and will speed up the mishandled bags repatriating process.

This breakthrough solution will help reduce the number of lost luggage, accelerate the search process, reduce operating costs, and ultimately increase passenger satisfaction.

Once a bag is managed by the baggage handling system of the airport, the ALIX™ Arch equipment performs high-quality captures of all five sides of the luggage to create its augmented digital tag. If the printed tag is torn off during its journey, the operator takes a new set of images of the bag and uses ALIX™ Core, a Cloud based platform, to retrieve its digital tag, thus identifying the lost luggage. The operator then creates a new printed tag and puts the luggage back into the baggage handling system.

Developed in partnership with Air France, ALIX™ has been in operation at Paris Charles de Gaulle airport since fall 2022. It already shows very good results on the field by identifying a large number of bags that have lost their physical tag.

ALIX™ will be showcased in March at Passenger Terminal EXPO 2023 in Amsterdam.

*ALIX™ perfectly embodies the values that IDEMIA wishes to transmit through its technologies. ALIX™ uses AI in a win-win use case for all of the stakeholders, from the facilitation that it will bring to airline companies to the modernization brought to international airports, and to travelers, making their travel experience smoother.*

Matt Cole, CEO/Group Executive Vice President, Public Security and Identity at IDEMIA / Antoine Grenier, Senior Vice President – Europe Region for Public Security & Identity Business Unit at IDEMIA

*We are very pleased with the launch of ALIX™ in partnership with IDEMIA, as this technology is fully aligned with Air France and Groupe ADP's policy to always offer an efficient and forward-looking customer experience. Launched a few months ago, the results of ALIX are very encouraging and have allowed us to improve our operational performance.*

Guy Zacklad, Head of Air France Paris CDG Hub

**About us** - As leader in identity technologies, IDEMIA is on a mission to unlock the world and make it safer. Backed by cutting-edge R&D, IDEMIA provides unique technologies, underpinned by long-standing expertise in biometrics, cryptography, data analytics, systems and smart devices.

IDEMIA offers its public and private customers payment, connectivity, access control, travel, identity and public security solutions. Every day, around the world, IDEMIA secures billions of interactions in the physical and digital worlds. With nearly 15,000 employees, IDEMIA is trusted by over 600 governmental organizations and more than 2,300 enterprises spread over 180 countries, with an impactful, ethical and socially responsible approach.

For more information, visit [www.idemia.com](http://www.idemia.com) and follow @IDEMIAGroup on Twitter.

**About Air France** - Since 1933, Air France has been promoting and highlighting France throughout the world. With an activity divided between passenger transport, cargo transport and aeronautical maintenance, Air France is a major air transport player. More than 42,000 staff that make up its workforce are committed on a daily basis to offering each customer a unique travel experience. Air France, KLM Royal Dutch Airlines and Transavia make up the Air France-KLM Group. The Group relies on its powerful hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol to offer a vast international network. Its Flying Blue frequent flyer programme has over 17 million members. Air France and KLM are members of the SkyTeam alliance which has a total of 19 member airlines.

For more information, visit [corporate.airfrance.com](http://corporate.airfrance.com) and follow @AFnewsroom on Twitter.



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