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NEW TECHNOLOGY AT MKE GIVES “SIGHT” TO BLIND TRAVELERS

MILWAUKEE (November 20, 2018) – Just in time for the busy holiday travel season, Milwaukee Mitchell International Airport (MKE) has launched free access to [Aira](#), an innovative service that helps blind and low vision travelers get instant access to the eyes of a trained professional by using smart glasses that help travelers "see" their way through MKE.

Aira uses revolutionary technology to connect blind travelers with live, sighted agents who can provide visual descriptions on-demand. Using the video stream from a smartphone camera (or smart glasses), GPS, websites, and maps, agents provide real-time visual information to help blind or low vision travelers navigate security, use self-check-in kiosks, identify luggage, locate gates, find airport shops and restaurants, and stay updated on flight status – all without the assistance of airport personnel.

“Today, we’re leveling the playing field for travelers at MKE. From the moment they arrive on airport property, blind and low vision passengers can use Aira for their entire journey through the terminal,” Milwaukee County Executive Chris Abele said. “Milwaukee County promotes independence and equal access for all passengers. It’s yet another way that we are empowering people and strengthening community here in Milwaukee County.”

Aira gives passengers the freedom to roam the airport by themselves, guided by a trained professional agent using augmented reality and artificial intelligence technology. Anyone with a smartphone can use Aira for free while at MKE. Find more information at [aira.io](#).

“We are proud to be the first airport in Wisconsin or Illinois to offer Aira service to all passengers free of charge. Today’s announcement makes it even easier for blind or low vision passengers to access MKE’s 47 nonstop destinations,” Airport Director Brian Dranzik added. “We invite blind and low vision travelers to choose MKE and enjoy our cost-effective and hassle-free travel experience.”

“The Aira Airport Network is growing quickly, and we’re excited for Milwaukee International Airport to join just in time for the holiday travel season,” said Suman Kanuganti, founder and CEO of Aira. “MKE is a new leader in the region when it comes to enhancing the travel experience for people who are blind or low vision.”

MKE offers nonstop flights to 47 destinations coast-to-coast, and 160 international destinations are available from Milwaukee with just one connection. MKE is also served by Air Canada, Alaska, Allegiant, American, Delta, Frontier, Southwest, United and Volaris. The complete list of nonstop cities can be found at [www.flymke.com](#).

General Mitchell International Airport is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The airport is entirely funded by user fees; no property tax dollars are used for the airport’s capital improvements or for its day-to-day operation.

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