

# Baggage Tracking – Qantas (ICM) Case Study



## CLIENT OVERVIEW

To provide an enhanced travel experience and to improve customers' journey, Qantas rolled out its Next Generation check-in system. One advanced part of the project was the introduction of a permanent bag tag, the Q Tag, to track passenger luggage. Therefore, Qantas needed a solution to display the required information to the baggage handlers at the unload point.

## CHALLENGES

- Printed single use bag tags have information printed on them in barcode and human readable format
- Handheld RFID readers were not feasible to use to scan each bag
- Multiple flights are loaded off a single baggage carousel
- The baggage handling staff have no way of knowing the destination & class of travel of the Q Tags

## SOLUTION & RESULTS

Qantas started to provide Qantas platinum, gold, silver and bronze frequent flyers with new loyalty cards with built-in passive high frequency RFID inlays to check in themselves and their luggage. Each passenger will then be issued a durable, reusable tag containing a passive UHF EPC GEN 2 RFID inlay. Information, including that individual's name, destination and bag-forwarding instructions, will be encoded to the inlays. The Bag Tags will replace the traditional printed baggage tags, and the information will be transmitted to the airline's database, where it will then be synced up with data from the loyalty card. Each item will have a unique RFID tag which contains the same information as the passenger card but can be used to track luggage and other items as they pass through check-in, baggage handling facilities, onto aircraft and at the destination. Passive UHF RFID portals comprising of four antennas positioned immediately before the baggage-handling area to track baggage on carousels. A monitor is positioned appropriately to display Flight Data including next Destination and Travel Class, allowing baggage handlers to correctly process bags with a non-printed Permanent Baggage Tag (PTB).



*"RAMP have been a pleasure to work with on the Qantas Next Generation Check-in project. They developed an excellent solution and implemented it throughout the country in a professional and efficient manner. I would highly recommend RAMP to anyone looking for RFID solutions".*

Mike Sanderson, CEO  
ICM Airport Technics

