

Rice Lake's Virtual Weight Indicator with "Smart Scale"

For the past two decades, weighing technology for checking airline passenger baggage has largely remained unchanged. Oftentimes, weight indicators clutter check-in counters, and bagwell weight displays aren't efficiently placed for agent or customer viewing. In addition, scales usually aren't tied to a network for data collection. This slows the weighing process and creates a loophole for lost revenue when overweight baggage fees aren't collected.

Rice Lake has changed this by introducing the first certified legal-for-trade virtual weight indicator. Residing on a PC desktop, the VIRTUⁱ™ software program looks and acts like a traditional weight indicator, but removes the physical box from the equation. This is a tremendous convenience for the ticketing agent. Since passenger baggage is charged by weight, regulations require that the baggage weight total is displayed to them. For customer convenience, Rice Lake offers both a compact bagwell display, or a more advanced two-sided monitor.

Why Weight Matters

The heavier a plane's contents, the more fuel it will burn. Adding a Rice Lake intelligent weighing network can create revenue by offsetting added fuel expenses for airlines who don't currently use a weighing system or whose system is limited to manual oversight.

Overweight baggage charges routinely generate millions of dollars in revenue for most major airlines. Therefore, the return on investment is realized relatively quick once a network is in place.

Bringing Intelligence to the Check-in

The Smart Scale is more than a weight scale, it becomes a network node. By assigning an IP address to each scale, they become an addressable node on the network that can be monitored for performance. Actual baggage weight data is available in real-time and can be added to the flight manifest. Adjusting the amount of ferried fuel is the next logical goal.

In addition, the Smart Scale functions as a "virtual watchman," monitoring the accuracy of the scale 24/7. If a scale is out of tolerance, a proactive event such as a display message or an email to maintenance can immediately address the situation.

Don't Lose Revenue Opportunities

Some airlines estimate they capture less than 50% of overweight baggage revenue. The primary reason for this is the manual process that leaves overweight baggage checks to the discretion of the check-in agent. When customer lines are backed up and tensions are high, it is easier to overlook a heavy bag than to deal with further delays. To ensure revenue capture, Rice Lake's virtual weight indicator and Smart Scale can create an event that must be satisfied in order to complete the ticketing transaction.



VIRTUⁱ displays the weight read-out on your PC screen.



Immediate Solutions:

Installing a weight-capture system with remote diagnostics provides a full-service solution

Components and their ROI include:

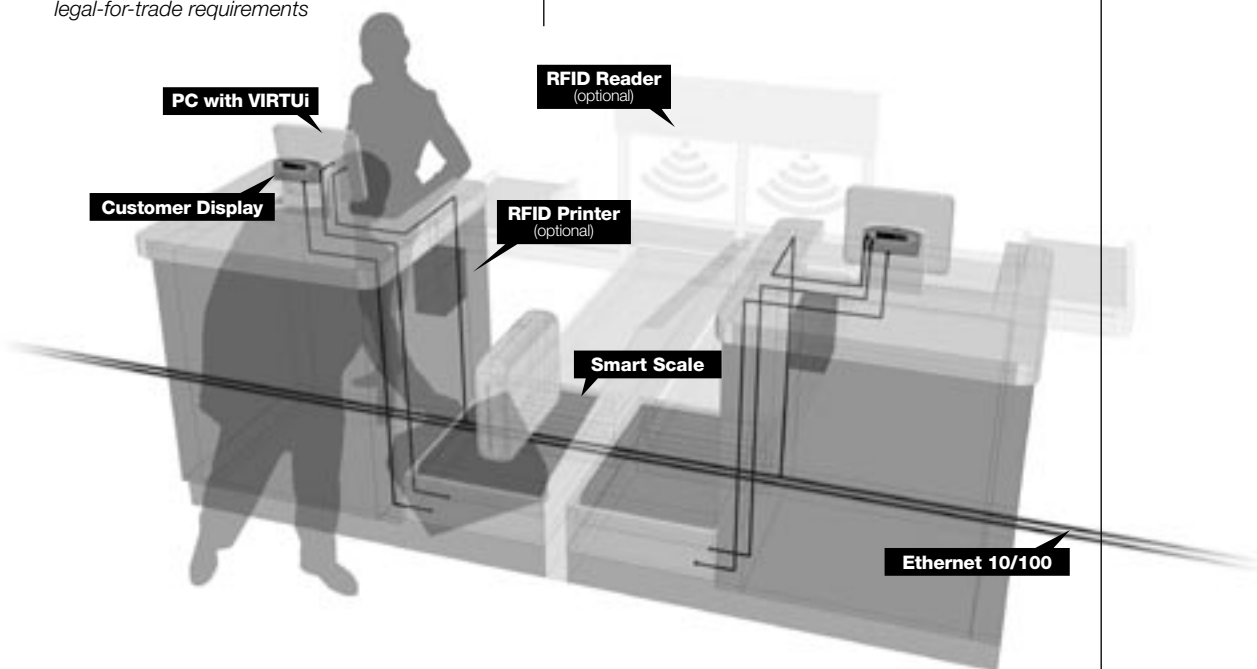
- **Scale Base** - Accurate weight data leads to ferried fuel savings; reduced denied boarding; eliminates human error
- **VIRTUi** - Links hardware set to airline database for real-time monitoring
- **iQUBE** - Reduces downtime by monitoring scale accuracy 24/7 and emailing alerts
- **Customer Display** - Expedites customer handling by clearly displaying weight data, and satisfies legal-for-trade requirements

Additional Solutions:

Implementing an RFID (Radio Frequency Identification) system revolutionizes baggage handling

Using RFID tags and printers to encode baggage weight and customer information:

- Virtually eliminates lost or late baggage
- Provides better read accuracies over barcoded tags
- Significantly cuts loss-control labor expense



Features	Benefits
Indicator Software	Removes physical indicator from countertop, less millwork, requires no maintenance, allows for future enhancements
Smart Scale	Monitors scale accuracy 24/7 and alerts appropriate personnel if it falls outside of acceptable tolerance
Network Configuration	Weight data can be captured and accumulated in real-time
PC Display	Ergonomic for check-in agents, alert mechanisms and event creations require that overweight baggage be addressed
Reporting	Real-time weigh data and operator activity available for logistics and analysis

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