

AINA PTT Voice Responder brought digital transformation for SAS.



About Scandinavian Airlines

Scandinavian Airlines, commonly known as SAS, is a well-regarded airline that holds a crucial position in linking the Nordic countries with global destinations. Established in 1946, SAS boasts a rich history and has transformed into a contemporary and customer-focused airline. It provides a comprehensive range of domestic and international flights, all unique Scandinavian influences. During 2022 17,9 million passengers chose Scandinavian Airlines.

Challenge: Mobile PTT solutions are critically dependent on the right accessories to complete the voice communication solution.

AINA collaboration with SAS on cellular PTT product solutions began in 2018. Before that, Scandinavian Airlines (SAS) was heavily dependent on TETRA radio systems for their communication needs. Nonetheless, the cost implications associated with the analog systems posed a significant challenge, prompting the exploration of alternative digital solutions. Then SAS started to evaluate cellular Push-to-Talk (PTT) as a next-generation solution for their field force communication needs.

However, SAS found out that smartphones, no matter whether regular or rugged ones, did not meet the demanding requirements of the airline industry as a primary communication device for the employees.

“After discovering wireless Bluetooth remote-speaker microphones, we immediately knew that we had found the critical missing piece for our intended cellular PTT solution.”

Jason Yuen
Team Lead,
System Manager GroupTalk,
Airline Solutions Support,
SAS Digital & IT



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Solution

AINA PTT Voice Responder is used by SAS ground handling teams, when they are moving the luggage and other goods to and from aircraft.

The AINA PTT Voice Responder, an wireless speaker-microphone (RSM), connects to smartphones using Bluetooth and provides crisp and premium audio quality, enabling the team to effectively communicate in any setting in very loud environments.



"AINA is a well-established brand on the market. We are really satisfied with the Voice Responder. I really appreciate the reliability and durability of the product. AINA offers very nice service, your team is always ready to help us with issues or fix the product if needed".

Jason Yuen
Team Lead,
System Manager GroupTalk,
Airline Solutions Support,
SAS Digital & IT

What were the factors appreciated by the SAS group?



AINA is seen as a leading provider of high-quality PTT products. The PTT Voice Responder is a well-designed product, which is very easy to use and handle. Jason Yuen adds: “The size and the design of the AINA PTT Voice Responder are really appreciated by the SAS group. The AINA’s speaker-microphone has been created with a focus on robustness and life-long durability, it is designed to withstand the conditions of various environments, making it an ideal companion for professionals in demanding fields”.



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The benefits of usage of AINA PTT Voice Responder:

1. **Ideal form factor: the right size, lightweight and ergonomic design, the location of the control buttons**
2. **Possibility to wear the device on top of clothes with a durable clip**
3. **Very loud and crisp audio for demanding conditions**
4. **Safety factor in vehicle use: the communication can be done safely with AINA PTT Voice Responder while driving as opposed to smartphones.**

SAS has taken a proactive stance on environmental sustainability, it is one of their key missions of the company as it is for AINA. The AINA PTT Voice Responder stands as a proof of durability and reliability in communication devices. When you choose AINA, you invest in a more flexible and durable system, which helps you increase productivity of your organization and also creates savings in lifecycle costs.