



# 1 LATEST ACHIEVEMENTS



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## ABOUT ICARUS


**Full Title:**

Aviation-driven Data Value Chain for Diversified Global and Local Operations



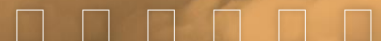
Co-funded by the European Commission, Horizon 2020 - Grant #780792.

ICT-14-2017: Big Data PPP: cross-sectorial and cross-lingual data integration and experimentation



THE INFORMATION  
CATALYST FOR  
AVIATION SERVICES

[WWW.ICARUS2020.AERO](http://WWW.ICARUS2020.AERO)



# LATEST ACHIEVEMENTS

ICARUS proudly participated as an exhibitor at the [Future Travel Experience APEX Virtual Expo](#), that took place on the 25th and 26th of May 2021. This free-to-attend virtual exhibition enables industry suppliers, from household names through to the most innovative startups and scaleups, to showcase their products, services and solutions in a dynamic virtual environment at a compelling price-point.









*The Venue of the FTE APEX Virtual Expo 2021*

## What did attendees gain when they visited the ICARUS booth?

ICARUS participated in the FTE APEX Virtual Expo in order to showcase its platform to key players of the aviation industry and collect their feedback. The aviation stakeholders who visited the ICARUS booth had an opportunity to gain a better understanding of the platform functionalities depending on their profile and needs. Live platform demonstrations were held on demand and the ICARUS team was active at the booth answering questions and discussing live with the visitors. The ICARUS booth attracted more than 210+ visits during this 2-day event!



## Key Differentiating Points of the ICARUS Platform

-  **A One-Stop Shop**  
Discover and explore native-aviation, extra-aviation and derivative-aviation data assets
-  **Trusted Data Sharing**  
Create, sign and validate smart data contracts in an immutable manner to acquire data assets
-  **End-to-End Data Security**  
Encrypt and check-in your data through an on-premise environment
-  **Advanced Access Control**  
Regulate access to your data assets through declarative authorization policies
-  **Effortless Data Linking**  
Curate, map and link your data assets with external data
-  **Secure & Private Analytics Spaces**  
Design and execute your analytics and your "applications" in private sandbox environments, spawn on demand



# OPINIONS

## ICARUS-ENABLED SCENARIOS: Demonstrator #4 – In-flight Passenger Experience

Passenger experience enhancement is a widely discussed topic in aviation, with all involved parties, from airlines and airports to ground handling companies and caterers, looking to optimize their services and product offerings to achieve this. CELLOCK provides services to airlines and caterers and there is great interest from their side to evaluate their status and improve any weaknesses spotted; BoB (Buy-on-Board) is a complete inventory and warehouse management platform, used by Airlines and Caterers, to handle all airplane loadings, stock management and supply tracking. BoB is accompanied by the Crew app, facilitating the needs of the flight attendants during the flight. Using the Crew app, the crew can monitor the loaded trays and products stock on-board, report for missing or damaged items as well as receive payments for sales in cash or by cards and in multi-currencies. Both the system and the Crew app are PCI certified and all data gathered are anonymized, while sensitive data are well secured and protected from unauthorised access.



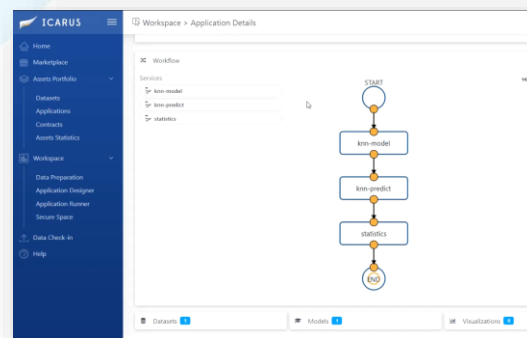
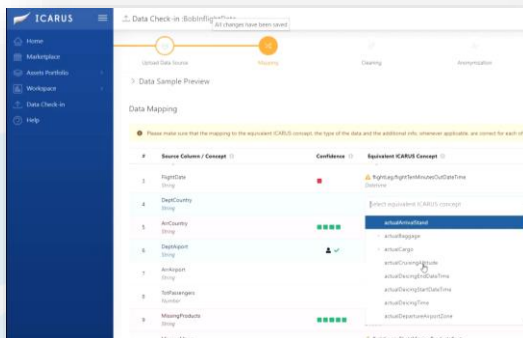
**CELLOCK**

The ICARUS CELLOCK Demonstrator focuses on 2 real-life scenarios enhancing the passenger experience through:

1. Prediction of sales on-board and tray loading suggestions
2. Prediction of profitable product discounts and offers to increase in-flight sales

### Experience on the ICARUS Platform

The CELLOCK demonstrator utilised the ICARUS Platform in order to: (a) Upload own data from BoB, (b) Create Virtual Datasets with own data from BoB, (c) Purchase Data from OAG, (d) Link own data with purchased data assets, (e) Design and apply descriptive and predictive analytics, (f) Visualise and export results.



Visuals from the ICARUS Platform

Prepared by Cellock Ltd. Read the full article on <https://www.icarus2020.aero/icarus-enabled-scenarios-demonstrator-4-in-flight-passenger-experience>

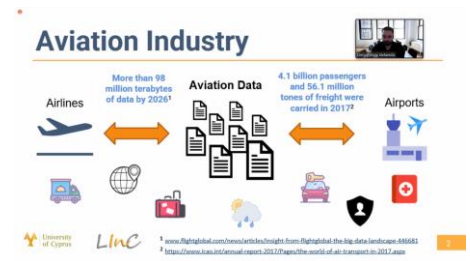
# EVENTS

## PAST EVENTS

Online ICARUS Workshop

“Aviation-driven Data Value Chain for Diversified Global and Local Operation”

28 May 2021



## UPCOMING EVENTS

CLICK ON BANNERS FOR MORE INFORMATION

**WEBINAR #2**  
**How to Check-In Your Data in The Icarus Platform**  
  
Wednesday 9 June 2021  
13:00 - 14:00 EEST

**WEBINAR #3**  
**How to Share Your Data Through The Icarus Platform**  
  
Wednesday 16 June 2021  
13:00 - 14:00 EEST

**WEBINAR #4**  
**How to Gain Insights Into Your Data**  
  
Wednesday 23 June 2021  
13:00 - 14:00 EEST

**THE\_**  
  
**DATATHON.**  
**Register Now!**  
...deadline Friday 18 June 2021



Co-funded by the European Commission.  
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