

SPECIFICATIONS / SCOPE OF WORK

OVERVIEW

With continued growth in passenger traffic, the demand for airport information that is instantly accessible to every traveler—regardless of their native language—has never been greater. As flight volumes increase and passenger demographics diversify, the need for real-time, multilingual support becomes essential. Because staffing cannot scale at the same pace, and no team can realistically cover the full range of global languages spoken at the airport, technology that delivers a personalized, language-inclusive experience is critical.

The Holographic Virtual Agent (HVA) initiative focuses on deploying advanced holographic technology to create an engaging, interactive, and universally accessible information experience. This virtual assistant will provide real-time guidance, airport-specific information, and interactive support to passengers in multiple languages across public spaces.

The DFW Innovation team is seeking proposals from technology providers specializing in holographic display solutions enhanced with AI-driven multilingual and accessibility capabilities. The objective is to deliver an inclusive, interactive, and informative experience for all airport passengers through a Holographic Virtual Agent (HVA). This solution will integrate cutting-edge holography with Artificial Intelligence (AI) and Large Language Models (LLMs) to serve as a real-time virtual guide capable of communicating with users in their preferred language.

The challenge: As passenger traffic grows rapidly and multilingual staffing remains limited, DFW Airport requires a solution that ensures travelers can easily access accurate, real-time information in the language they understand best. The HVA is designed to elevate the passenger experience by offering instant support, reducing reliance on staff, and improving accessibility for diverse linguistic needs. This effort also addresses a broader question: How might we use modern technology to augment airport staff and enhance passenger engagement and satisfaction by providing interactive, real-time, language-inclusive information and assistance?

DETAILS

PRINCIPLE DUTIES:

- Serve as a collaborative development partner in the design and set up of the Innovation pilot.
- System installation and setup: Vendor is responsible for the delivery of the hologram display and assisting the local owner (DFW Innovation) in getting it set up to run correctly per specifications and local integration requirements of our Technology Services and Cybersecurity business units.
- Testing and Quality Assurance: Conduct comprehensive testing to ensure the technology operates reliably, safely, and efficiently in real-world airport

scenarios. This includes functional testing, performance testing, and usability testing.

- Data Security and Privacy: Protect sensitive data collected by the system. The data is owned by DFW Airport.
- Provide training to airport staff on how to operate and maintain the holographic system, including basic troubleshooting techniques, for the duration of the proof-of-concept period only.
- Provide ongoing technical support for issues unable to be resolved by airport personnel, limited to the proof-of-concept period.
- Participate in weekly progress reviews and share observed trends and insights during the proof-of-concept period.
- Deliver a comprehensive summary report of pilot activities, performance metrics, and recommendations.

DELIVERABLES:

- Fully functional Holographic Virtual Agent system deployed at designated pilot locations.
- AI-driven multilingual support is integrated into the virtual agent.
- Real-time analytics dashboard tracking passenger interactions and system performance.
- Weekly summary reports detailing engagement metrics, technical observations, and improvement opportunities
- Deliver a comprehensive summary report of pilot activities, performance metrics, and recommendations.

TIMELINE:

- Delivery of equipment, software, test set-up: Weeks 1 - 4
- Training and Testing: Week 5
- Operation (Test): Weeks 6 - 15
- Final assessment and report: Week 16 – 17

PAYMENT TERMS:

- 50% upon project implementation
- 50% upon project completion

SELECTION CRITERIA:

- The DFW Innovation team pilot programs are designed to be agile, and to inspire and inform future programs at the airport.
- Participation in a temporary pilot program does not provide vendor preference for longer term implementations which would most likely be solicited via a formal Request for Proposal (RFP) action.
- In your proposal, please include a statement of deliverables, timeline, product requirements (power, Wi-Fi, etc.), project team members, and pricing.

Criteria	Points
Technical Requirement: innovative approach (please provide language)	40
Experience: Must have proven project implementation experience at an airport. Please provide a reference.	30
Training Plan: Provide your training plan	20
Price	10
TOTAL	100

END OF SPECIFICATIONS / SCOPE OF WORK