Panasonic

Logging Passenger Usage

on Bluetooth Devices

Version: 1.1

Application: Analytics, Insights

Airside logging mechanism: Generic App Tagging using PACIO

Contents

Overview

Passenger usage logging facilitates in-depth analytics of how passengers navigate the Interactive screens.

This allows airlines to:

- Understand passenger usage patterns
- Leverage the data to provide content and offerings relevant to the passenger experience.

To log data, developers must provide event names and field values that match the managed list.

Airside Logging Mechanism

Airside logging uses the PACIO SDK.

Specify the App name in the following PACIO usage call:

```
ife_bluetooth_interactive
```

Interactive Events

The interactive events are as follows:

interactive_bt_landing

Initial landing on Bluetooth page.

Used as a start time for subsequent Bluetooth events.

Example

```
{
  "event": "interactive_bt_landing"
}
```

interactive_bt_device_listing

Event associated with the listing of Bluetooth devices. This captures information to determine if the listing was:

- Loaded automatically by the interactive
- Triggered by the passenger

This determines the passenger idle time on the Bluetooth page.

Example

```
{
    "event": "interactive_bt_device_listing",
     "event_trigger": "Automatic"
}
{
    "event": "interactive_bt_device_listing",
     "event_trigger": "Select"
}
```

interactive_bt_power_state

Event associated with passenger toggling Bluetooth.

Example

```
{
    "event": "interactive_bt_power_state",
     "state": "On"
}
{
    "event": "interactive_bt_power_state",
     "state": "Off"
}
```

interactive_bt_device_action

Events, such as pair, unpair, connect, disconnect and reconnect, associated to a specific device .

The passenger manually triggers these commands. The events are not performed automatically by the system.

Notes:

- interactive_state: used for interactive_bt_device_action event.
- mac_hash and mac_oui: always specify for the pair, unpair, connect, disconnect and reconnect events. These events are device oriented.
- passenger_specified_device:
    - True, if the passenger specifies the device from a listing. Some events do not allow the passenger to specify a device.
    - False, if the passenger is not provided an option to specify a device to disconnect.

For additional information, please refer to **Application Specific Fields**.

Example

```
{
    "event": "interactive_bt_stage",
     "interactive_state": "pair",
    "mac_hash": "10724E0471CC616FA8FED914793601C7",
    "mac_oui": "01:02:03",
     "passenger_specified_device": True
}
{
    "event": "interactive_bt_stage",
     "interactive_state": "unpair",
    "mac_hash": "987F3900EF0A0E2596145D8E1E2D8C78",
    "mac_oui": "01:02:03",
     "passenger_specified_device": False
}
{
    "event": "interactive_bt_stage",
     "interactive_state": "connect",
    "mac_hash": "987F3900EF0A0E2596145D8E1E2D8C78",
    "mac_oui": "01:02:03",
     "passenger_specified_device": True,
}
{
    "event": "interactive_bt_stage",
     "interactive_state": "disconnect",
    "mac_hash": "987F3900EF0A0E2596145D8E1E2D8C78",
    "mac_oui": "01:02:03",
     "passenger_specified_device": False,
}
{
    "event": "interactive_bt_stage",
     "interactive_state": "reconnect",
    "mac_hash": "987F3900EF0A0E2596145D8E1E2D8C78",
    "mac_oui": "01:02:03",
     "passenger_specified_device": False,
}
```

Application Specific Fields

The application specific fields are:

- MAC Address
- Passenger Devices and Interactive States

MAC Address

To follow GDPR and PII data protection, the Bluetooth device MAC address string is hashed prior to being logged. The full MAC address string with uppercase alpha characters is hashed with an MD5 hash.

Note: Before generating a hash, the 6 byte Bluetooth address must be converted to a string of upper case hexadecimal values separated with a colon (':').

Example

```
"00:01:02:AB:CD:EF"
```

mac_hash

MD5 MAC address

Example

```
987F3900EF0A0E2596145D8E1E2D8C78
```

mac_oui

Unique identifier or first half of MAC address

Example

```
00:01:02
```

Passenger Devices and Interactive States

passenger_specified_device

Indicates if the passenger selected the device for the specific event. Some events do not allow the passenger to specify a device.

- True, if the passenger specifies the device from a listing.
- False, if no option to specify a device exists.

Example

```
True
```

interactive_state

Only used for interactive_bt_device_action event.

Values:

- pair
- unpair
- disconnect
- reconnect

Example

```
pair
```