



PRESS RELEASE

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Bradley International Airport Partners with Local, National, and International Start-ups, Offers New Pilot Programs

Windsor Locks, CT (June 5, 2023) – The Connecticut Airport Authority is pleased to announce three additions to Bradley International Airport’s menu of services – Flippit, SimpliFly, and Swift UV – each as part of a pilot program which trials new services at the airport. The goal of each program is to provide a more convenient and safe travel experience for all passengers, while also giving new start-up companies an opportunity to showcase their product or service to airport passengers.

Participating pilot program services are carefully chosen based on their benefits to Bradley International Airport passengers, and engagement and feedback are continuously monitored throughout the duration of the trial. Flippit, SimpliFly, and Swift UV represent a diverse range of services intended to enhance the passenger experience at Bradley International Airport.

“We are thrilled to connect our passengers with three pilot programs,” said Kevin A. Dillon, A.A.E., Executive Director of the Connecticut Airport Authority. “At Bradley International Airport, we are committed to making travel as easy and enjoyable as possible for our passengers and want to be at the forefront of the latest technologies available in the travel landscape. We also strive to partner with up-and-coming companies in an effort to help facilitate the next generation of innovation at airports.”

Flippit

Flippit, based in New York, offers a solution for passengers who may inadvertently be traveling with a prohibited item. Instead of surrendering the prohibited item in the TSA checkpoint, passengers are now able to send the item to an address of their choosing for a fee – packed, insured and tracked. Flippit's patent-pending "quick-drop" system uses smartphone technology and secure mobile payments to make the process quick and easy—no app to download, no username or password to create, and the transaction can be done at the traveler's leisure after clearing security. Look for the red Flippit dropbox next to the TSA screening checkpoint.

SimpliFly

The SimpliFly app offers a variety of pre-flight and in-flight resources to help passengers fly with confidence. With SimpliFly, users gain instant access to a comprehensive video course on all aspects of aviation, relaxation and breathing exercises, and the ability to live chat with an airline pilot. Access to the app is free, but a fee is applicable for premium content. As part of the pilot, BDL passengers get premium content free for 60 days. The app originates from Israel.

Swift UV

Swift UV is a chemical-free compact phone disinfection unit from Connecticut-based company, iCleanse. Swift UV provides passengers with a quick method to disinfect their phones with UV-C light. In just 15 seconds, Swift UV's technology kills 99.99% of pathogens on phones – including viruses that cause COVID-19 and influenza. At Bradley International Airport, four units have been deployed.

Concluding the one-year pilot period, an evaluation process gauges the overall effectiveness and impact of the services. By collecting valuable feedback and data from the users of these programs, Bradley International Airport and the companies work together to identify and address any areas for improvement that may arise during the pilot period, in order to better deliver a final product to passengers.

Passengers are encouraged to take advantage of these new amenities and provide feedback on their experience. To learn more about Flippit, SimpliFly or Swift UV visit [bradleyairport.com](https://www.bradleyairport.com).

About Bradley International Airport

Bradley International Airport (BDL) is New England's second-largest airport. Recognized nationally by leading travel publications for its ease of travel, Bradley International Airport is ready to welcome you with new nonstops and expanded services. The award-winning airport is operated by the Connecticut Airport Authority, and its operations are entirely self-funded. The airport contributes nearly \$3.6 billion to the regional economy. For more info, visit <https://bradleyairport.com/>

About The Connecticut Airport Authority

The CAA was established in 2011 to develop, improve, and operate Bradley International Airport and the state's five general aviation airports (Danielson, Groton-New London, Hartford-Brainard, Waterbury-Oxford, and Windham). The CAA Board consists of 11 members with a broad spectrum of experience in aviation-related and other industries, as well as government. The goal of the CAA is to make Connecticut's airports more attractive to new airlines, bring in new routes, and support Connecticut's overall economic development and growth strategy.

About Flippit

Flippit was founded in in 2022 in New York. The founders got the idea after their son, who was traveling alone, had to give up his Swiss Army Knife at a TSA Security Checkpoint. The pocketknife wasn't expensive, but it was sentimental because it was given to him for Christmas when he was 7 years old, before he was a Scout. Flippit offers service at three airports: Bradley International Airport, CT (BDL), TF Green at Providence, RI (PVD) and Wilkes-Barre/Scranton, PA (AVP), with Syracuse Hancock International Airport, NY (SYR) launching by the end of May. More sites are planned, so look for the red Flippit dropbox in your travels!

About iCleanse

In 2020, entrepreneur Chris Allen acquired ReadyDock, an established force in the UV-C hospital disinfection space since 2015. Allen re-branded the company as iCleanse and quickly transformed it into the leading device disinfection and Digital Out of Home (DOOH) media company it is today. iCleanse's specialty is fast and chemical-free UV-C disinfection for mobile devices in high-traffic areas. The company's first-of-its-kind product, Swift UV, features a display screen and advertising platform that allows the business owner to offer mobile device disinfection while simultaneously monetizing traffic. More than 100 hospitals, organizations and retail

locations nationwide use iCleanse for its fast and patented solution, while trusting its reliable and touchless UV disinfection.

About SimpliFly

Designed especially for nervous passengers, SimpliFly helps fearful flyers by providing peace of mind both before and during their flight via expert-developed segments and its signature live 1:1 Chat with a Pilot feature. Airlines partner with SimpliFly to level up their customer experience, and to offer prospective travelers a complete solution that alleviates the fear of flying. At the helm is Capt. Alon Pereg, a career airline captain, former fighter pilot, and admittedly atypical entrepreneur who began his third career as a grandparent in his 60s.

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