

people flow

STRATEGIC PARTNERSHIP
IN ACTION AT SCHIPHOL

CLEAR GOAL: THE BEST
USER EXPERIENCE

CLEVER SOLUTIONS
HELP SAVE ENERGY



Sensible solutions

Every purchase decision boils down to one single question about the product: how you feel about it? Also in the case of elevators and escalators, it is the user experience that makes the difference.

This is why KONE places the user at the heart of everything. User experience tells us how people feel when interfacing with technology, and this drives the development of KONE solutions. All KONE designs undergo extensive usability studies. KONE compiles user profiles to figure out how to best serve different kinds of people and business segments. Evidence shows that conscious decisions about details such as the size of an elevator car or the speed of an escalator simply generate more revenue for customers.

User experience is a dimension of People Flow™, the science of transporting people in buildings smoothly, efficiently and safely. KONE offers its customers a complete range of People Flow solutions – escalators, elevators, autowalks and automatic building doors as well as maintenance and modernization. By understanding the needs of various user groups, KONE is able to offer its customers solutions that, in turn, best serve their business objectives.



Matti Alahuhta

President & CEO, KONE Corporation



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NEWS

LIVING HIGH
IN INDIA

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India's tallest residential building is being equipped with KONE elevators. Mumbai Palais Royale's 74 stories scrape the sky at 320 meters. On top of its 100 apartments, the luxury tower will have amenities such as a cinema, spa, cricket pitch, badminton court, soccer field and three swimming pools.

According to **Neeraj Sharma**, managing director, KONE India, "consistent efforts, collaborative approach, communication transparency and strong relationship" were key in helping get the order.

"We have been able to meet all of the technical requirements. Furthermore, KONE's global team has worked with us to ensure we provide the right technological support. We at KONE India see this as a landmark achievement."

KONE's solutions deliver the best user experience paired with superior eco-efficiency. Palais Royale is, in fact, the first super-tall building in India to achieve a Leadership in Energy and Environmental Design Platinum rating for environmental sustainability.

With the infrastructure segment booming and availability of space becoming a constraint, tall buildings are beginning to take centre stage in India. Simultaneously, demand for safe and comfortable vertical transportation solutions is growing at a fast pace.

KONE's presence in India dates back to 1984 and today it operates all around the country through its 40 branches. The company is strong not only in the residential segment but also in the office, hotel, retail and infrastructure sectors. KONE's factory in Chennai produces elevators for the Indian market as well as Bangladesh, Nepal and Sri Lanka. Chennai additionally forms a base for modernization in other Asian-Pacific markets such as Australia, Singapore and Malaysia. The India Technology and Engineering Center serves KONE business globally. ●

Palais Royale rises way over 300 meters. The residents reach their floors using KONE's elevators. Traveling 7 meters per second, they are India's fastest.



Up with design

KONE is boosting its design by partnering with World Design Capital Helsinki 2012. The ideals behind the WDC Helsinki 2012 match with the principles KONE incorporates into its products and services. KONE's vision of delivering the best People Flow™ experience is to make it easier for people to move around in cities – and to offer this in an attractive and functional way.

“During the World Design Capital year, we aim to increase our collaboration with architects and designers around the world as well as present our latest design philosophy to a wider audience,” says KONE's marketing and communications chief **Anne Korkiakoski**.

KONE has gained wide recognition for its design work, being the first elevator and escalator company to receive GOOD DESIGN awards from The Chicago Athenaeum and The European Centre for Architecture Art Design and Urban Studies.

More about KONE and design at www.kone.com/design.●

Award-winning projects

KONE gained ample recognition at the industry leading magazine *Elevator World's* Project of the Year awards. KONE won the award for the best “New construction, Elevators” and the best “Escalator modernization” project.

The Marina Bay Sands is an integrated resort in Singapore featuring three hotel towers, crowned by a bridging sky park. Its other buildings include a museum, retail space, convention and exhibition center, two theaters and a casino.

KONE manufactured and installed 152 elevators and 10 escalators for the project.

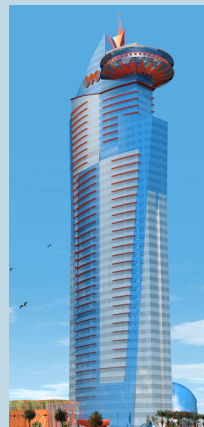
The University of Illinois, US, is one of the state's oldest universities. KONE provided better accessibility to the College of Pharmacy building, where the defunct escalators had been used as stairs for years. KONE completed the project three-and-a-half months ahead of schedule using the effective KONE EcoMod™ modernization solution.●

Landmark for Qatar

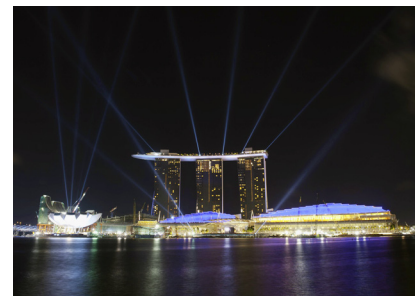
Qatar's new and luxurious World Trade Center will feature KONE elevators and escalators.

The 243-meter tower will have 18 KONE MiniSpace™ elevators with the KONE Polaris™ hybrid destination control system. It will also have 2 KONE MonoSpace® scenic elevators, 2 KONE MonoSpace elevators and 18 KONE TravelMaster™ 110 escalators.

The high-rise, estimated to be completed in 2013, is located in the main business area along the seafont. It is designed by MZ & Partners and developed by Qatar General Insurance Company. The main contractor is Arabtec Construction Company.



“The WTC Doha Tower will be a unique landmark,” says **Eric Maziol**, area director for KONE West and South Europe and the Middle East. “We are proud to be once again associated with MZ & Partners and Arabtec.” ●



TEXT SILJA KUDEL PHOTOS JUHA SALMINEN AND KONE

PUTTING PEOPLE FIRST

Like all industry leaders, KONE understands that the success of any product hinges on one key thing: how people feel about it.

Picture yourself in a busy shopping mall during an end-of-season sale. The elevator is stuffy, slow and overcrowded. It stops on every floor. You feel flustered and begin to perspire. This isn't your idea of a relaxing shopping day.

Now picture yourself in a different mall, speeding toward the ceiling in the comfort of a cool, spacious and impeccably designed elevator car. At which mall would you prefer to spend your time and money?

It's a no-brainer: a good user experience drives revenue growth, whereas a poor user experience drives consumers

into the arms of the competition. This is why KONE keeps asking the following question: How does the user feel?

"We place a huge focus on the user. It's at the heart of everything we do. It differentiates us from the competition and drives the development of all our solutions," affirms **Pekka Korhonen**, head of People Flow at KONE.

User experience is a term denoting how a person feels when interfacing with technology. User experience specialists ask three basic questions: Is it fit for purpose? Is it easy to use? Is it pleasant to use? In KONE's case, user experience is a key dimension of People Flow™, the science of transporting peo-

"Seniors, families with kids, active businesspeople – they all have different needs when moving in a building. We think about each group's needs and take them seriously," says Pekka Korhonen, head of People Flow at KONE.

800

THE NUMBER OF
KONE EMPLOYEES
WHO TOOK PART
IN THE FIELD ON
PEOPLE FLOW DAY



In India, traveling on an escalator can be a unique experience for many. Around two million people use the Delhi metro daily.

ple in buildings as smoothly, efficiently and safely as possible.

“When we design a solution, we first consider how large crowds can move through the building as smoothly as possible, yet we also think about each individual and everything they see, touch and feel. Understanding their personal experience is the only way to design a truly successful product,” explains Korhonen.

EYE FOR DETAIL

KONE leads the industry in user experience enhancement – but it also brings tangible, added value to customers.

“A successful user experience enables customers to reach their business objectives,” asserts Korhonen. “Based on the evidence of our extensive studies, we can support them in generating more revenue. Take a residential proprietor, for example. A high tenant turnover means lost rent and high maintenance costs. By making sure your tenants are happy, you reduce the risk of losing

them. Added to that, you can collect higher rent by offering added luxuries such as comfortable elevators.”

Korhonen is happy to note that years of ‘education’ are paying off and many customers are recognizing the benefits of adopting a more user-centric approach. “The message is sinking in. Our customers are asking us how we profile users, and they are beginning to use that information in marketing buildings to particular target groups such as seniors.”

A good user experience often boils down to a variety of details such as the optimal elevator car size or escalator speed. Such a detailed level of knowledge comes only from years of intensive research, and puts KONE in the role of a front-runner.

“We conduct many types of user experience research. All our designs

undergo extensive usability studies. We do basic research, collaborate with universities and compile user profiles to shed light on the needs of different user groups,” says Korhonen.

CHARTING USER EXPERIENCES

Last year KONE publicized the results of its People Flow Opinion Poll, a comprehensive survey charting the opinions of respondents in eight different countries around the world. The poll revealed five distinct elevator user profiles and four escalator user profiles, each with their specific concerns and preferences. (To find out which profile matches your personality, complete the quick online survey at www.kone.com/pfd).

“The survey really raised our awareness of different user concerns. You might assume that everyone is thinking

“WE PLACE A HUGE FOCUS ON THE USER, IT DIFFERENTIATES US FROM THE COMPETITION.”



“The user experience is and will be at the heart of everything KONE does,” emphasizes Pekka Korhonen.

the same thing when boarding an elevator or escalator, but the poll revealed this is far from true. Different people might be nervous, relaxed, excited or indifferent. It’s important to go out into the field and find out what they are really feeling.”

This is precisely what nearly 800 KONE employees did on People Flow Day last October 27th (see story on page 10), KONE’s most ambitious field research project to date. By going out to over 70 cities around the world, observing real-life situations and conducting interviews, KONE’s researchers collected a vast amount of user experience data for different building segments.

The project was such a success that it is now to become an annual event.

“People Flow Day raised the awareness of our personnel and generated a large database of information on user needs. We go through it every time we start a new project. The database will be utilized over a period of many years,” says Korhonen.

IN THE USER’S SHOES

A 2009 study of the Delhi Metro by KONE offers another good example of project-specific research that has led to important practical improvements. A team of observers spent four days making observations in the subway, studying the interaction between ticketing, platform size, equipment and human behavior.

“We discovered that many subway users were in the city for the first time and were unsure about how to use the equipment. Some were scared to hop on the escalator – we fixed this by slowing down the speed. Many didn’t

understand that you have to press a button to catch the elevator from the platform straight up to street level. This was causing overcrowding on the platform and presented the risk of someone falling on the tracks. We addressed this by developing software for fully automated passage,” says Korhonen.

“We put ourselves in the shoes of the locals so that we could really understand their perspective. By observing the whole chain of behavior, we were able to introduce concrete improvements that made the station safer and possibly even saved lives.”

User experience will remain a key company-wide focus at KONE for years to come, Korhonen promises.

“We are proud of what we have achieved, but we are always humble and willing to learn more. We are currently the forerunners in user experience research, but we must continue improving in the future as well – not just to differentiate our company, but as the key thing that keeps us in the game.” •

TOUCHING BASE AROUND THE GLOBE

TEXT SILJA KUDEL PHOTOS KONE

Commemorating its 100th anniversary on October 27th last fall, KONE organized a showcase event named People Flow™ Day. Nearly 800 KONE employees visited 125 sites around the world to learn how, where and why people move in different types of building during a typical weekday.

By making on-site observations, interviewing customers, talking to the public and filling out questionnaires, these representatives gathered first-hand insights that will help KONE serve its customers even better in the future. Here are some of the discoveries they made.

CENTRAL RAILWAY STATION, HELSINKI, FINLAND



- A key link in Helsinki's subway network, connection to long-distance trains, tram lines and the bus terminal, built 1982
- Over 26,000 commuters on an average weekday
- 8 elevators, 14 escalators, 24 automatic doors
- Customer: Helsinki City Transport
- Building type: Public transportation

Users want: "Clear signage, quick exits, cleanliness, good lighting."

- Despite ongoing modernization, local commuters navigated the subway confidently. The crowd exhibited "sheep-like behavior" upon disembarking. If the leader of the pack took a false turn, everyone followed.
- Elderly commuters expressed concern for their safety during peak hours. "Keep right" signs on escalators would separate slow and fast movers and increase passenger safety.
- The subway can be confusing for foreigners. Clear multilingual exit and ticketing signs would reduce bottlenecks.

MOUNT ALVERNIA HOSPITAL, SINGAPORE

- A private, non-profit hospital built 1961, extensions added 1963–2010
- 303 beds, up to 10,000 visitors per month
- 10 elevators, including 3 KONE elevators; 2 units currently under modernization by KONE
- Customer: Mount Alvernia Hospital
- Building type: Medical
- With its 24-hour clinic, the hospital is a busy hub of traffic all day and night. Navigation is made easy, thanks to the U-shaped layout and helpful personnel.
- The breakdown rate of older equipment highlighted the need for regular servicing and modernization.
- The conversion of two outdated units will reduce waiting times and ensure that wheelchair-bound patients can use the elevators without an escort.

Users want: "Clear signs and instructions, easy access."



HOLLANDVIEW TRAIL RETIREMENT COMMUNITY, AURORA, CANADA

- A high-end retirement community built 2009, 5 floors, 131 community members, 10 in wheelchairs
 - 3 KONE EcoSpace elevators, including 2 passenger elevators and 1 simplex passenger elevator
 - Customer: Hollandview Trail Retirement Community
 - Building type: Residential
- With 13,440 elevator trips made weekly, the community is completely reliant on efficient elevator service. Many residents are unable to navigate stairways.
 - Elevator capacity is stretched to the limit three times a day when everyone migrates to the ground-floor dining rooms at mealtimes. Traffic flow could be improved with the addition of one more passenger elevator.
 - The pristine building is optimally designed for People Flow, with wide hallways and clearly marked exits and amenities. Older tenants would benefit if hall position indicators were visible from all sides to show which elevator is responding to the call.



Users want: "Safety, security, comfort, accessibility, up-to-date signs."

THE RIVERSIDE CENTRE, BRISBANE, AUSTRALIA

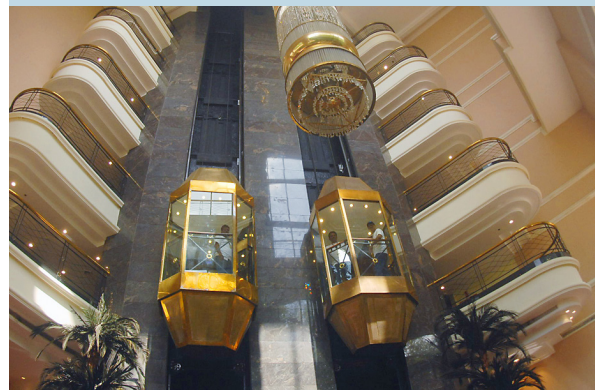
- Busy waterfront high-rise development housing 37 office levels and a retail plaza, built 1986
 - Occupancy: approximately 100 companies including the Australian Stock Exchange, Deloitte, Xtrata
 - 24 KONE elevators
 - Customer: GPT Group Wholesale Office Fund
 - Building type: Office buildings
- The spacious lobby provides excellent access to elevator banks. The property is superbly maintained and all original elevators are still functioning efficiently.
 - The onsite personnel communicate fluently with KONE and other subcontractors, whom they regard as close team members.
 - The building would benefit from a destination control system, particularly when office workers converge on the food court during lunch breaks.



Users want: "Accurate, up-to-date multilingual signage, access solutions integrated into building design."

SHERATON PARK HOTEL AND TOWERS, CHENNAI, INDIA

- A five-star hotel built 1981, 7 floors, 282 rooms, 30,000 guests per month
 - 6 KONE elevators, including 2 scenic elevators; 3 further existing elevators to be converted by KONE this year
 - Customer: Sheraton Park Hotel & Towers
 - Building type: Hotel
- The desk personnel provide friendly guidance, but clear signboards would further improve guest orientation.
 - Scenic elevators must be kept spotless inside and out to maintain an immaculate five-star image.
 - Concern for the safety of businesswomen is a special focus at the hotel. One of the floors is reserved exclusively for single women and is staffed entirely by female guards and assistants. Only trusted service technicians are allowed into this restricted-access area.
 - Frequent travelers crave variety. The hotel could occasionally change its elevator music and lighting.



Users want: "A superior user experience. Multilingual signage is valued by the international clientele."

TEXT LAURA PALOTIE PHOTOS KONE

WHERE THE MUSIC HAPPENS

The Opéra Garnier, or the Paris Opéra to most, is one of the French capital's legendary landmarks. Designed by **Charles Garnier**, the 2,200-seat theater was home to the Paris Opéra from 1875 to 1989. Even those who haven't visited the neo-Baroque building have heard of its famous ghost. Gaston Leroux's *Phantom of the Opera*, which was later spun into Broadway's longest-running musical by **Andrew Lloyd Webber**, was based partially on true accounts.

While operas are now performed at the Opéra Bastille, the Paris Opera's ballet company still performs at the Garnier.

Part of keeping the building in shape for future audiences is ensuring that its elevator systems are up to date. The Opera's original elevator was made of wood and adorned with luxurious fabrics. In 2009, modernization work began to make the elevator more accessible for disabled guests. Today, the car has automatic doors and can accommodate 19 persons. ●





40

BUILDINGS
ACCOUNT FOR
40 PERCENT OF
THE WORLD'S
TOTAL ENERGY
CONSUMPTION





Earning a place at the top

TEXT RANDEL WELLS PHOTOS KONE AND JUHA SALMINEN

Hard work and reliance on hard facts take KONE to the front of the race towards sustainability.

Elevators can play a surprisingly large role in the energy efficiency of a building. According to the World Business Council for Sustainable Development, buildings account for 40 percent of the world's total energy consumption. Elevators and escalators currently account for anything from two to ten percent of a building's energy consumption.

As the overall efficiency of buildings improves, the percentage of energy consumption from elevators is beginning to bear even more weight. It's crucial for elevator technology to stay abreast of the latest developments in energy efficiency. And simply keeping pace has never been on the agenda at KONE; the aim has been for something much higher.

A COMPETITIVE EDGE

Eco-efficiency is the ability to create more while using fewer resources and

creating less waste and pollution. The elevator and escalator industry can do its part in combating climate change by helping reduce the energy consumption of buildings.

For KONE, sustainability is a major differentiating factor, and energy efficiency provides a real competitive edge. Environmental Excellence is a key strategy that impacts all aspects of KONE's operations.

"Eco-efficiency is not just an opportunity to differentiate. It is part of our corporate responsibility, and it goes hand-in-hand with social responsibility, which is a priority for KONE," says **Timo Pakarinen**, vice president at KONE.

"Eco-efficiency at KONE is up to everyone in the company. We walk the talk and do what we promise."

Unrelenting innovativeness and long-term thinking has helped KONE become an industry leader, paving the way towards better use and management of natural resources.

“YOU HAVE TO EARN ECO-EFFICIENCY LEADERSHIP WITH INNOVATIONS AND CONCRETE RESULTS.”

“Eco-efficiency leadership is not something you just take into the market,” emphasizes Pakarinen. “You have to earn it with real facts, real innovations, and concrete results like our VDI A-class certification.”

CUTS THAT COUNT

There are many ways an elevator impacts the environment. From obtaining raw materials to manufacturing, transport and installation, each stage in an elevator’s life cycle leaves a mark. However, the biggest mark by far comes from its day-to-day use. Of the total CO₂ emissions from an elevator in a low rise building, over 70 percent comes from actual usage.

Cutting energy consumption of elevators during usage was therefore an obvious priority to KONE. In 2008, the company set an ambitious goal: to reduce energy consumption of all new volume elevators by 50 percent in four years compared to its 2006 volume offering.

Thanks to systemic, consequential application of eco-efficient solutions, KONE announced in November of 2010 that it had reached this target. Today, KONE’s European volume elevators consume 60 percent less energy, with Asian and US volume elevators coming in at 50 and 40 percent, respectively.

SMOOTH LIFTING

Hoisting is one of the major factors contributing to the energy consumption of elevators. Traditional motors and lifting mechanisms were energy-hungry obstacles for eco-efficiency. The introduction of the KONE EcoDisc® in 1996 made these traditional solutions obsolete.

The KONE EcoDisc® is a complete, gearless hoisting unit. With only one moving part and no oil, it weighs less than half of conventional geared traction motors. The underlying technology wasn’t new – synchronous axial motors were commonly used in robotics and industrial automation – but applying this technology to elevators and dramatically reducing both mechanical and electrical energy consumption was. Not only does the KONE EcoDisc cut down on energy use by up to 70 percent over conventional motors, but the simplified mechanics and slower movement of internal parts means the KONE EcoDisc also has a significantly longer life expectancy.

TAPPING POTENTIAL

The vertical movement of elevators both consumes energy and presents a source of potential energy. When a car descends with a heavy load or ascends with a light load, excess energy is usually lost during braking.

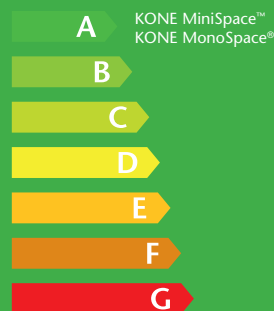
In the early 1990s, KONE introduced the regenerative drive, a technology that can recover up to 35 percent of an elevator’s total energy consumption. First used in high-speed elevators in high-rise buildings, this technology was later made available to low-and mid-rise buildings as well.

KONE’s regenerative drives allow potential energy to be recovered and thus improve the eco-efficiency of the company’s elevators. Much like modern electric and hybrid vehicles that use braking energy to recharge their batteries, the regenerative drive harnesses extra braking energy during elevator use. The recovered energy can be fed into the building’s power network and used elsewhere.

SMART ENERGY USE

New KONE elevators can also make use of environmental advances made in other industries. Conventional halogen lights have been replaced with LED lights that use up to 80 percent less energy. The LED lights also have the added benefit of a much longer lifespan – as much as ten times longer.

Advances in power management also help optimize energy consumption. Car lights, displays and air conditioning fans are turned off when the elevator car



GETTING THERE FIRST

In the summer of 2010, KONE’s volume elevators using the KONE MonoSpace® solution achieved the A-class rating under the VDI 4707 standard. VDI 4707 is a European guideline established by the Association of German Engineers (Verein Deutscher Ingenieure). A-class is the highest possible rating. KONE was the first company to reach this rating for volume elevators in Europe and Asia.

is not in use and turned on again when passengers arrive. The power level of drives can also be set to a low-energy 'sleep' mode when the elevator is idle.

STAYING AHEAD

Combining all the aforementioned technologies has allowed KONE to cut the energy use of volume elevators by 50 percent. But getting to the front of the pack is only the first hurdle. Staying there requires continued, concentrated efforts from everyone at KONE to push barriers and find new innovations for improving eco-efficiency.

Consider the thousands upon thousands of old elevators. As much as 90 percent of all building stock already exists, presenting a major opportunity for KONE's modernization solutions that can bring energy savings of 50–70 percent.

"We must focus on further developing the eco-efficiency of our solutions as we continue to modernize existing elevators and escalators," says Pakarinen. "In addition, we continue to reduce the environmental impacts of our own operations.

"Voluntary sustainability ratings for products and solutions are becoming common and are increasingly required by customers. Green Building certifications, for example, are putting tougher requirements on all aspects of the building."

Beyond technological developments, KONE actively invests in its operations; this includes implementing smarter manufacturing techniques using LEAN and Six Sigma practices. Water and waste management is also being improved to reduce overall consumption.

Eco-efficient delivery and packaging, an efficient car fleet, and an increased use of virtual meeting tools to avoid unnecessary travel are just a few more examples of the many ways KONE strives towards its strategic goal of Environment Excellence. ●

The elevator industry can make quite a difference in the world's energy consumption. KONE never settles with what's been achieved but strives to find more efficient ways to save energy in buildings, says vice president Timo Pakarinen.



Fluent People Flow is pivotal to the success of shopping centers such as the 313@somerset shopping mall in Singapore.

KONE's new set of tools for escalators and autowalks is helping its customers achieve more efficient People Flow™.

NEW PLANNING TOOLS FOR SMOOTHER MOVEMENT

TEXT JUHA RUDANKO PHOTOS KONE

KONE is rolling out new tools to help its customers with planning better People Flow involving escalators and autowalks.

"The architect toolbox we are launching builds on the success of a similar tool that has been in use for elevator planning. The customer can enter basic specification data into the tool on Kone.com, and it will generate drawings, as well as specification documents which the customer can download and utilize in tender invitations," explains **Sascha Klenke**, vice president of escalator sales and product marketing for KONE.

Basically, he says, "the new tool saves time for customers. There's definitely been demand for this, and the elevator toolbox has been very popular."

In the beginning, the architect toolbox will be available for KONE's volume escalator products, the KONE

TravelMaster™ 110 for commercial, and the KONE TransitMaster™ 120 for infra-structure applications. Further extensions are already planned to also include KONE solutions for inclined and horizontal autowalks. Another significant recent development has been the creation of the KONE EcoPack, a new way of promoting KONE's comprehensive range of energy efficient solutions for escalators and autowalks. It will consist of optional features to reduce energy consumption (stop & go and stand-by speed operation mode, regenerative technology and a reduced speed of 0.4 m/s) or features to improve eco-efficiency (LED lighting solutions and lubrication-free chains).

Klenke emphasizes that KONE is able to give its customers hard facts to back-up its environmental promises.

"As an additional service, we will provide an environmental product

"IN CERTAIN SEGMENTS, ESCALATORS AND AUTOWALKS ARE IN USE DAY AND NIGHT."





GUIDED ESCALATOR PLANNING

“Escalators are essential to People Flow in large buildings, so the choice of an escalator has a large impact on the design of a new building,” says Mikko Sissala, marketing manager at KONE. “The earlier we are involved in the planning process, the better.”

This is why KONE recently launched the *Escalator Planning Guide*. The guide, developed especially for architects, is available in both print and electronic versions. It gives all the basic information necessary for planning escalator installations.

“The planning guide makes life easier for KONE customers, because all the relevant information can be found in one place. Escalator planning requires a lot of specific information, which is not usually part of an architect’s core expertise,” adds Sissala.

Customers have reacted positively to



the new guide, particularly to the electronic tool. While printed guides quickly go out of date, the electronic tool allows customers to download updates from KONE’s servers to ensure that they have the latest specifications.

“We’ve received positive feedback from customers. They are happy that all the necessary planning information can finally be found in the same place and say that it’s easy to keep the information up-to-date.”

declaration sheet that details the full life cycle of the product, including the carbon footprint of manufacturing it. Furthermore, KONE sales representatives are able to provide project specific energy consumption calculations for our own escalators and autowalks, using our calculation tool KONE EnerCal.”

DIFFERENT SEGMENTS, DIFFERENT NEEDS

KONE sells escalators and autowalks to two main segments: commercial and infrastructure. The commercial segment encompasses locations such as shopping malls, department stores and supermarkets, as well as hotels, hospitals and offices. Airports, railway stations and subway systems, meanwhile, form the bulk of the infrastructure segment.

“The same technology is used for both, but the infrastructure segment requires escalators,” says Klenke.

“Locations such as airports, railway stations and subway stations have high People Flow, and usually require escalators with heavier components and a longer lifetime. Escalators and autowalks in such locations are often in constant use, day and night – they have to be durable.”

For heavy infrastructure use, KONE provides the family of KONE TransitMaster™ escalators, whereas the KONE TravelMaster range is geared towards the commercial segment. KONE’s latest addition to its portfolio is the completely new KONE TransitMaster™ 165/185 horizontal autowalk.

Klenke emphasizes that KONE provides a complete range of solutions for managing People Flow for its customers.

“We bring it all together, and offer a full portfolio of escalators, elevators, autowalks, and automatic building doors with state-of-the-art customer support and services.” ●

TEXT RANDEL WELLS PHOTOS KONE

Airport operators don't have it easy. The task of managing complex logistical processes, tight security protocol and high traffic volumes can be overwhelming. Despite the challenges, Netherlands-based Schiphol Group has a clear goal: to ensure a positive customer experience while reducing equipment-related costs. This ambitious goal sets high expectations on the company's partners as well, and KONE is proud to have been selected by Schiphol Group as its primary maintenance provider.

A SHARED VISION

Schiphol Group's ambitious vision requires much more than quick response times. Airports, particularly the large, international hubs, are extremely complex in their operations. These massive, multi-use facilities demand many different types of People Flow™.

Schiphol needs partners who know airports inside and out and share the company's commitment to performance, sustainability, and cost control.

"Without customer expertise, you cannot be a good supplier. With the right installation and right maintenance, you get the right functionality," says **Jos Scheffelaar**, department manager for Schiphol Terminal Real Estate.



Taking it to THE

COURT
RESTAURANTS

45

OVER 45 MILLION
PASSENGERS TRAVEL
THROUGH AMSTERDAM
AIRPORT SCHIPHOL YEARLY

Foodcourt
Airline lounges 20-21
By invitation only

Airport Information

NEXT LEVEL

Thanks to a comprehensive teamwork process, KONE has become a key strategic partner for airport operator and developer Schiphol.

“This is not just about how we handle call-outs,” adds **Michiel Bos**, Schiphol account manager at KONE. “We are looking at the bigger aspects through the eyes of our customer. All aspects are considered when improving performance and reducing costs.”

CLOSE TIES

Schiphol and KONE work together on improvements by trading expertise and insights. “We can advise on future investments and offer solutions based on life-cycle costs and underlying causes of call-outs,” says Bos.

For Bos, the ability to offer cohesive solutions to airports is a culmination of all the knowledge KONE has gathered over the years.

“Take, for example, an aging elevator from another maker. We knew it could never meet Schiphol’s current performance expectations, so we did not bother with refurbishment. We did a full replacement, using the latest technology and really boosting energy efficiency as a result.”

Schiphol was also facing challenges with a new autowalk installation in Amsterdam. Their original plan required digging into the floor, but the floor was not thick enough to handle embedding the autowalk without collapsing.

KONE presented its KONE Inno-Track™ solution that would result in savings in construction, space and energy, not to mention freedom in locating autowalks.

“But most of all, their trust in KONE and its international support team led them to choose our solution,” says Bos.

OPERATIONAL PERFORMANCE

Service performance is a strong indicator of commitment. Performance is particularly important at airports where even a minor disruption in traffic flow can lead to a domino effect that negatively impacts many areas of business.

KONE’s excellent track record over the years was crucial to Schiphol’s selecting the company as its main maintenance provider. KONE now handles every piece of equipment in Schiphol’s maintenance portfolio. A full-time, committed service crew is on-site 24/7 to field call-outs.

“We must optimize the reliability and availability of all assets that are in our maintenance contract,” says Scheffelaar. “We face the challenge of improving People Flow for our customers as well as the return on investment for Schiphol Group. Together with KONE, we believe this is a challenge that we can win.”

The on-site service mechanics are trained to handle various kinds of equipment. Thanks to their diverse skill set, they can respond to any problem. And with personnel and supplies on-site, security clearance and transport logistics can be handled in a quick and efficient manner; KONE can get service personnel and materials to the right locations in very little time.

“We can be anywhere at the airport within 30 minutes,” affirms Bos.

A FRUITFUL RELATIONSHIP

In 2005, KONE began servicing third-party equipment in addition to elevators to Amsterdam Airport Schiphol. After moving to a 24/7 year-round service model in 2007, KONE further expanded its responsibility. By 2010, the company had become the airport’s sole maintenance provider for elevators, escalators, doors, baggage systems, and more.

Along with strong performance, planning is a major part of the relationship. KONE is responsible for all aspects of development, from individual processes and tools to major equipment projects, and doesn’t hesitate to present new ideas to Schiphol.

“We don’t wait for the customer to ask us to do something. We tailor our services [to each customer] and take things to the next level,” concludes Bos. ●

ABOUT SCHIPHOL GROUP

Schiphol Group has expanded well beyond the realm of Dutch airports. With worldwide investments, they are fast becoming a major international player. They currently have investments in over a dozen airports around the world, including:

- Four airports in the Netherlands
- Four airports in central Europe
- Six airports in Asia and the Americas



AMSTERDAM AIRPORT SCHIPHOL

Voted the best European airport in 2009, Amsterdam Airport Schiphol boasts impressive numbers:

- 4th largest airport in Europe
- 45 million passengers per year
- 1.4 million tons of cargo per year
- 60,000 workers in the airport zone
- Over 500 companies at the airport
- KONE Care™ Maintenance Service
- Over 1,180 installations maintained, including:
 - 180 elevators
 - 56 escalators
 - 87 autowalks
 - 857 doors
 - other customer-specific solutions

AROUND THE WORLD

with KONE at MIPIM 2011

Almost 2,000 exhibiting companies, nearly 20,000 high-profile visitors and a strong KONE presence assembled at MIPIM, the world's largest real estate trade show held in Cannes, France this March.

Every year, MIPIM brings together the world's largest assembly of real estate professionals to explore major international property development projects, connect with potential partners and strike deals. This year, this interesting get-together was held on March 8–11.

Minna Nuutila, events manager at KONE, describes the atmosphere as very busy and excited.

"KONE had a very strong presence in Cannes this year. Our new exhibition stand reflected our brand and made us stand out among the thousands of exhibitors. We also introduced a new, internationally themed hospitality concept, KONE World, where we really engaged and networked with the customers."

The KONE stand in the Palais des Festivals attracted a lot of interest over the four days of the exhibition. Customers, both old and potential new ones, had a chance to meet specialists such as KONE Major Projects' **Johannes De Jong**. In addition to the premiere of the new KONE corporate film, a wide range of the latest marketing materials, including

Reference yearbooks and *KONE 100 Stories* books, were given to the guests.

Located opposite the Palais des Festivals, the KONE World premises offered a less formal venue for networking with customers. More than 400 customers, media representatives and industry professionals met KONE experts from various KONE countries. KONE showcased its international expertise by highlighting some of its most important markets and references worldwide. While learning more about KONE, visitors had the chance to sample food and beverages from around the globe and enjoy world music performed by artists native to the KONE markets presented.



KONE WORLD ENTERTAINED 400 CUSTOMERS DURING THE 2011 MIPIM EVENT IN CANNES, FRANCE.



The Citroën C-Zero car was displayed at MIPIM. KONE signed the order for this 100% electric car at the Paris Motor Show last October and two cars are being tested in Nice and Paris.



LUCAS OIL STADIUM

CASE: LUCAS OIL STADIUM

Maintenance team makes a difference.

A state-of-the-art, multi-purpose facility linked to a newly expanded convention center, hotel and entertainment district, Lucas Oil Stadium provides an exciting venue for high-profile events in Indianapolis, Indiana. With seating capacity of up to 70,000, the stadium has capacity to host NFL Super Bowl games.

Challenge

The demanding logistics of a world-class sports facility leave no margin for error. Serving crowds of 70,000 in concentrated bursts, the building transportation systems must deliver efficient People Flow – and that means maintenance specialists must be at the top of their game all day, every day.

The challenge for KONE is development of a specialized, comprehensive maintenance program that anticipates the unique needs of equipment in an aggressive-use environment, ensuring a smooth, seamless experience for fans traveling through the Lucas Oil Stadium.

Fast facts

Lucas Oil Stadium:
Completion: 2008
Capacity: 70,000
Area: 1.8 million square feet
(167,225 square meters)
Architect: HKS Inc.
Contractor: Hunt
Construction Group

KONE solutions:
14 KONE ECO3000™ escalators
9 KONE MiniSpace™ elevators
2 KONE hydraulic elevators
3 MEI purchased traction freight/
service elevators
KONE Care™ Plus maintenance
agreement

UPER BOWL 2012