Hamad International Airport (DOH) is enhancing passenger experience through innovative digital wayfinding using QR codes. The OR codes are accessible via Flight Information Display Screens, Passenger Digital Assistance Kiosks, and other key touchpoints throughout the terminal. Digital Concierges at ORCHARD provide information on retail, F&B options, flight details, and airport attractions, with travelers scanning QR codes on their mobiles to navigate to their chosen points of interest. The digital solution is compatible with all mobile devices, allowing passengers to seamlessly connect to the airport's next-generation Wi-Fi.

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