

## EVA AIR UNVEILS NEW CHECK-IN COUNTER GRAPHICS

*New conspicuous colours improve ease of counter recognition for passengers*



**LONDON, 28 June 2022** – [EVA Air](#), Taiwan’s leading independent airline, has unveiled a new design for its airport check-in counter monitors worldwide. The new graphics use conspicuous colours and clean lines to improve ease of recognition for check-in counter services, including priority, check-in, and baggage drop. By choosing advanced digitised services, EVA Air is optimising both the passenger experience and its own service operation efficiencies. Now that travel is in the post-pandemic recovery stage, passengers can anticipate more welcoming and convenient counter experiences as they depart for those long-overdue trips.

*“At EVA, we are continuing to create a new blueprint for airport services. Within the past two years, we have piloted and introduced digital services that make it easier for passengers to check-in for flights on their mobile devices at their convenience,”* said EVA Air President Clay Sun. *“Our new airport check-in counter monitor design makes it faster and easier to identify and find appropriate service counters upon arrival at the airport. The design is also intended to shorten time spent standing in line and free airport staff to comfortably assist more passengers. This initiative is another important milestone in EVA Air’s digital transformation of our airport services.”*

The graphics are designed to add a fashion element and improve EVA Air brand recognition. EVA Air chose colours to help guide passengers to the airport service counters they are looking for that stand out and are easy to spot, such as gold, orange and green. It framed them in simple lines that silhouette shapes of a fuselage and empennage.

After the new design is introduced, passengers can look for gold to identify “Priority” check-in when they travel in EVA Royal Laurel/Business Class or if they have EVA Infinity MileageLands Diamond/Gold Card



status or hold a Star Alliance Gold Card. Passengers who have completed online check-in and need only to check baggage can go to the orange “Bag Drop” counter. Passengers who have not checked in online or need other special services can use the green “Check-in” counter.

As part of its own digital transformation, EVA Air has introduced a series of service systems for online reservations, booking and ticket purchases, seat and meal selection and automatic check-in. It also initiated an EVA e-Library for downloading and reading in-flight newspapers and magazines. At selected airports, EVA Air offers facial recognition customs clearance and boarding. From booking to boarding, passengers can choose to use those digital tools that best meet their own personal needs and preferences. EVA Air initiated these services to reduce unnecessary person-to-person contact and, as it aims to achieve its net zero emissions by 2050 goal, reduce paper usage.

To learn more about EVA Air’s travel destinations and award-winning services, and to buy tickets, visit [www.evaair.com](http://www.evaair.com)

**Ends**

**About EVA Air:**

[EVA Air](http://www.evaair.com) is a Star Alliance member and is one of 11 [SKYTRAX-rated](#) 5-Star airlines worldwide. It also ranked 7th among the SKYTRAX World’s Top 10 Airlines and secured additional spots in SKYTRAX’s top 10 for Best Economy Class Onboard Catering, Best Business Class Airlines, World’s Best Airline Cabin Cleanliness, World’s Best Airport Services and more. [TripAdvisor](#) recognised it among the “[Top 10 Airlines – World](#)” and awarded it top spots in four more categories in its [Travelers’ Choice Awards for Airlines](#) while [Travel + Leisure](#) readers ranked it in the [Top-10 International Airlines](#). It won a spot in [Condé Nast Traveler’s](#) prestigious [2021 Readers’ Choice Awards](#) for the [Top 10 Airlines in the World](#) and also earned a place in [AirlineRatings.com’s](#) “[Best of the Best](#)” World’s Best Airlines 2021 after similarly high ratings for safety and COVID compliance in January. The carrier was established in 1989 as Taiwan’s first privately owned international airline. It is part of the respected Evergreen Group and a sister company to global container-shiping leader Evergreen Line. It flies a fleet of more than 80 Boeing and Airbus aircraft to over 60 international destinations throughout Asia, Oceania, Europe and North America where gateways are Chicago, Houston, Los Angeles, New York, San Francisco, Seattle, Toronto and Vancouver. Travellers can learn more about EVA destinations and schedules or book and buy tickets at [www.evaair.com](http://www.evaair.com).

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