

Case Study: Agents of Discovery at Oakland San Francisco Bay Airport



The Challenge:

The Oakland San Francisco Bay Airport (OAK) wanted to engage traveling families with children even without a physical play area. OAK sought to engage travelers with year-round seasonal programming, supported by fun events, festive decorations, and more.

The Solution:

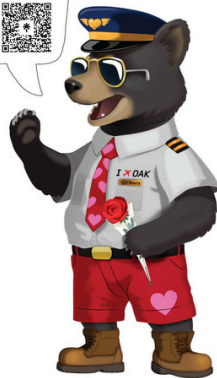
Agents of Discovery provides fun and educational programming without the need for costly equipment or structures.

The Oakland San Francisco Bay Airport uses Agents of Discovery's digital engagement features to educate visitors about planes, famous pilots, and some of the aspects of OAK they may not otherwise notice. To ensure a highly tailored experience, OAK worked with Agents of Discovery to develop a variety of customized Challenges.

The airport also hosts events for different holidays throughout the year, so they wanted to be able to refresh their content easily. Agents of Discovery's Library has a variety of seasonal Challenges that were well suited to this need.

The Oakland San Francisco Bay Airport uses their Field Agent Maverick, who can change outfits based on the season to keep up the festive spirit.

HEY AGENTS!
DOWNLOAD AND PLAY
OAK'S INTERACTIVE
MISSIONS WHILE YOU
WAIT IN THE
TERMINALS!



HEY AGENTS!
DOWNLOAD AND PLAY
OAK'S INTERACTIVE
MISSIONS WHILE YOU
WAIT IN THE
TERMINALS!



"At Oakland San Francisco Bay Airport (OAK), we look for innovative ways to enhance the travel experience for our passengers, especially families with young children. Without a dedicated play area, we saw an exciting opportunity to introduce an engaging and educational alternative through the Agents of Discovery augmented reality (AR) learning platform.

Since launching in August 2024, our interactive AR missions have captivated young travelers, with over 2,200 plays to date. 'Love at First Flight' in Terminal 1 introduces children to the history of aviation, while 'It's Plane to See' in Terminal 2 educates them about OAK's travel destinations, unique wildlife, and waste sorting.

Through these fun and interactive scavenger hunts, we aim to transform how children experience the airport, sparking curiosity, expanding their knowledge, and inspiring a love for aviation. After all, learning starts young - and what better place to take off on a journey of discovery than at OAK?"

Jennie Dang

Terminal Services Analyst II

Oakland San Francisco Bay Airport