



Wanted: Media & Service Robot



Briefing: Fraport Digital Factory Project “Media & Service Robot”

The Digital Factory is a virtual organizational unit at Fraport that acts as an internal solution partner with digitalization and technology specialists to support Fraport divisions in Frankfurt and worldwide in solving problems. In a three-month project phase, the team develops a solution in the form of a Minimum Viable Product (MVP). More information about our approach can be found on our [homepage](#).

Below you will find the open call for one of our projects.

Problem/goal description and technology focus:

Passengers at Frankfurt Airport currently have access to only a limited range of flexible media and service options in the gate areas. At the same time, waiting periods offer a strong opportunity to introduce modern information, branding, and service formats that can engage travelers more effectively. Additional convenience services, especially during long waits or outside regular opening hours, are often only partially available. The “Media & Service Robot” project therefore explores how a mobile, interactive robotics solution could address these gaps and enhance the overall passenger experience. The aim is to test an innovative mobile robot that provides real added value for travelers while creating new opportunities for marketing and service partners.

We are looking for a robotics solution that operates autonomously as a mobile media and service unit within the terminal, enhances the passenger experience, and creates new opportunities for marketing revenue at Frankfurt Airport.

Schedule and milestones:

- If interested, please contact us at digitalfactory@fraport.de with information about your company and a short outline of your solution (max. 5 slides) by **March 5, 2026**
- Solution provider presentations (pitch) on **March 30 to April 1, 2026**
- Shortlisting of providers asked for a quote by **April 3, 2026**
- Submission of quotes by **April 10, 2026 eob**
- Contracting and start of cooperation **May 11, 2026**
- End of project and final presentation by solution provider on **July 15, 2026**

Goals and Non-goals:

Goals:

- Proven functionality for generating media and marketing revenue, including campaign management, content delivery (e.g., airlines, local partners, seasonal themes)
- Support for event- and season-related campaigns (e.g., holidays, World Cup, terminal openings)
- Ability to navigate autonomously in defined gate and terminal areas and to interact safely and appropriately with passenger flows



- Provision of meaningful KPIs to measure media performance, user interactions, robot movement, battery status, and sales figures
- High acceptance and positive perception among passengers, as well as a measurable contribution to improving the customer experience at Frankfurt Airport
- Equipment with at least one large, high-resolution display
- Cooperation with selected local partners on marketing activities
- Scalable platform and fleet concept for central control, maintenance, and expansion to multiple robots
- Proof of operational safety and usability in high-traffic, safety-critical terminal areas of an airport
- Flexible location, time, and deployment configuration for targeted use at high-traffic hotspots in the terminal
- Provision of an operating, service, and logistics concept including maintenance, support, filling, cleaning, and easy configurability
- API concept for the provision and exchange of data, as well as for connection to Fraport systems. Standardized interfaces (e.g., REST concept) are preferred
- ISO 27001 certification or a comparable certificate for the product is preferred
- It must be technically ensured that the robot prevents and actively avoids collisions with passengers and staff. If a collision is unavoidable, the robot must stop and issue a warning
- The charging process must be able to take place autonomously. Alternatively, proof of technical feasibility can be provided
- Remote control of the robot should be possible in an emergency
- The operating noise level should remain within the range of normal background noise in the terminal
- The robot's underlying systems must be hardened and provided with regular security updates. Data storage and connections must be encrypted
- PCI DSS compliance (payment transactions) must be ensured

Optional:

- Option for integrated sales of snacks, beverages, and/or other physical products (e.g., merchandise or promotional items from partners), including cashless payment methods (e.g., credit card, Apple Pay, Google Pay)
- Option to link content from advertising partners and specific flight destinations, e.g., advertisement for London at British Airways departure gates
- Optional interaction capabilities such as touch, voice, QR code scanning, or mobile integration

On-site presence is required during the MVP test phase. The relevant personnel should meet the general requirements for working in the security area.

Acceptance criteria:

- Autonomous operation in the defined terminal area on at least 10 operating days with a daily operating time of ≥ 8 hours and no safety-related incidents
- Proof of predefined, visible impressions/interactions in the test area over the pilot period and provision of standardized campaign reporting



- Provision of reliable key figures on media reach, interaction rate, operating times, availability, and additional sales revenue

The test will be conducted in selected piers/gates or arrival areas. The acceptance criteria/KPIs must be achieved by July 15, 2026, or verifiably achievable.

Involved Fraport business units:

- Fraport Digital Factory & IT
- Fraport Terminal and Retail Management
- Media Frankfurt GmbH

Data protection and information security:

Collection and processing of personal data:

- The use of camera or lidar systems may lead to the collection and processing of personal data
- Interactive functions, e.g., voice functions, payment transactions

Collection and processing of non-personal data:

- Location or operating data

List of standards and norms the solution must comply with:

- GDPR
- IT Security Act
- Artificial intelligence: Fraport Group AI Principles, IT Works Council Agreement (IT-KBV), EU AI Act Regulation
- Fire Safety Regulations
- DGUV V3
- PCI-DSS
- ISO27001

Priority questions to be answered during a possible pitch:

- What experience do you have with interaction rates, marketing revenue, and the sale of physical goods?
- In which comparable environments has your solution already been deployed?
- How are service and maintenance handled, and what support do you provide? What happens in the event of a malfunction or emergency?
- Which functions can you demonstrate as fully operational in the MVP, and which features are technically feasible but planned for later rollout?
- How is the robot charged, and what operating times and charging durations can be achieved?
- How do you ensure compliance with data protection requirements when using cameras or microphones?
- Does the robot require a fast and constant data connection, or does the onboard hardware handle pathfinding independently?
- What safeguards are in place to protect against connection failures in cloud-based operations?



- How is the robot protected against unauthorized access, both physically and digitally?
- How does the robot behave in case of errors, and how can it be accessed or controlled remotely in emergency situations (e.g., system failure or obstruction of escape routes)?

Evaluation criteria:

Should you be invited to pitch, you will be evaluated according to the following criteria:

1. Customer reference: Customer references in the aviation industry (airports, airlines) or in similar industries, not older than 3 years (*simple scoring*)
2. Effectiveness: Can this technology solve the problem? (*triple scoring*)
3. Maturity of the solution: Existing product or new development? (*triple scoring*)
4. Efficiency: How well can the technology solve the problem (KPI achievement, MVP scope)? (*triple scoring*)
5. User Interface: User-friendly, clear interface – the following criteria will be assessed: graphics, design, clarity and intuitive user interface, practicability (*triple scoring*)
6. Data collection and storage: Where is the data stored (e.g. on-premise/cloud)? (*simple scoring*)
7. Data sharing: Possibility of data sharing (data flows into data lake or similar, APIs etc.?) (*simple scoring*)
8. Access: Is there a user concept, can different users be assigned different access rights etc. (*simple scoring*)
9. Primary scope of rollout: Use of additional areas, scalability (FRA) (*simple scoring*)
10. Other possible applications, e.g. in other airport areas or for different use cases (*simple scoring*)
11. Use in the Fraport Group: Use for subsidiaries (*simple scoring*)
12. GDPR compliance / compliant with German law (*simple scoring*)
13. Visualization: Were a demo/photos/videos shown? (*simple scoring*)
14. Presentation style: Convincing presentation and reaction to questions (*simple scoring*)
15. Price indication: Was a first indication provided, info about pricing model? (*simple scoring*)
16. Speed of implementation: Describe timeline, prove feasibility (*simple scoring*)

Please keep the evaluation criteria in mind for your presentation and be responsive to the demanded content. Should you not be able to address all points in your pitch due to time restrictions, please make sure to include all information in the presentation you send us afterwards.

Based on the aforementioned criteria, Fraport will select suitable providers for a shortlist and ask for a cost proposal.

Should you not be able to offer us the whole solution and wish to work with a partner, please provide information about the partner and your previous experience. Please keep in mind that Fraport will commission one contractor only. Your partner needs to



be commissioned as a subcontractor on behalf and for account of you as the contractor. Should you be shortlisted and asked to submit a cost proposal, Fraport will only accept a comprehensive offer.

Further hints and instructions

You will have 30 minutes to pitch your solution idea to us. Please plan for 15-20 minutes of presentation at maximum, so that we have time for questions. You may present in German or English language and we would appreciate to receive your presentation slides afterwards (please send us a version that we are allowed to distribute internally for information purposes).