



# IDEMIA and SITA join forces to create an Open Digital Travel Ecosystem

The Digital Travel Ecosystem is designed to accelerate the interoperability of digital identity and biometric technology to streamline the travel experience

# TRAVEL

POSTED ON 11.07.24

IDEMIA Public Security, a world leader in digital technologies, biometrics, and security, and SITA, the global leader in air transport technology, have announced a collaboration to advance interoperability, trust, and data security through a globally recognized Digital Travel Ecosystem. This collaboration is focused on driving interoperability across the travel industry, ensuring that travelers' digital identities are seamlessly recognized and trusted worldwide.

As the travel industry evolves, stakeholders across various sectors – including governments, airports, and airlines – are rapidly adopting digital identities and biometric solutions, creating challenges in maintaining consistency, trust, and security across the travel journey. SITA's Digital Travel Ecosystem provides a solution to these challenges by creating an open, secure, and interoperable framework that ensures a travelers' digital identity is trusted globally, without the need for direct integrations between issuers and verifiers.

The decentralized nature of the Digital Travel Ecosystem ensures that travelers' digital identities and personal information remain fully under their control. With their consent, this data can be securely shared across various sectors, giving these stakeholders the assurance that the travelers' digital identity has been verified and issued in real-time. IDEMIA and SITA's collaboration will further expand the ecosystem's reach to new digital travelers and further enable touchpoints driving seamless and trusted end-to-end travel experiences and ultimately leading to improved operational efficiency and reduced complexity for all parties involved.

*In a world where data privacy concerns are at the forefront, this approach of an interoperable Digital Travel Ecosystem provides a responsible, transparent solution for ensuring how passenger information is shared. With our shared mission to enhance the passenger experience without compromising security, IDEMIA is proud to partner with SITA. By integrating our technologies around common standards, we can drive global adoption of secured digital capability and biometric authentication, ensuring that passengers' data remains secure while delivering a streamlined travel experience.*

Tim Ferris, Senior Vice President, Travel & Transport, IDEMIA Public Security

IDEMIA and SITA will focus on defining, demonstrating and promoting interoperability of biometric and digital systems, ensuring that a travelers' digital identity can be recognized and trusted across various airports, borders, and travel touchpoints. This collaboration will expand the Digital Travel Ecosystem's reach, enabling faster passenger processing,

enhanced data security, and greater resource optimization for stakeholders.

*As the travel industry adopts a wide range of digital identity and biometric solutions, ensuring interoperability and trust is key across various sectors. With IDEMIA's collaboration in the Digital Travel Ecosystem, we're enhancing the ability of stakeholders to trust a travelers' digital identity across the entire travel journey. This collaboration is critical to advancing global standards for privacy, trust, and security, while enabling smoother operations and reducing costs.*

Jeremy Springall, Senior Vice President of Borders at SITA

Through continuous innovation, SITA and IDEMIA will evolve the ecosystem to meet emerging challenges, ensuring compliance with evolving global privacy regulations while maintaining a focus on security and interoperability. As governments and travel stakeholders increasingly adopt digital travel solutions, the interoperable Digital Travel Ecosystem provides a scalable, open framework that supports secure, real-time data exchange without compromising privacy.

The open Digital Travel Ecosystem represents the future of travel, where decentralized, privacy-first solutions ensure global interoperability and secure data management. By collaborating with IDEMIA, SITA is advancing the capabilities of the ecosystem to meet the evolving needs of the travel industry, delivering a solution that drives operational efficiency and strengthens trust across borders and travel touchpoints.