



December 15, 2015

Dramatic Final Pitch Event To Conclude Hartsfield-Jackson Tech Ideation Event

ATL Thinks! offered nation's best and brightest a chance to solve real-world air transportation challenges; final round pitch competition tonight provides compelling close to event.

ATLANTA – Hartsfield-Jackson Atlanta International Airport (ATL) will conclude ATL Thinks!, an innovative technology development event focusing on the air transportation and logistics industries Tuesday night, December 15th. The five-day Ideation Launch was a combination hackathon, collaboration, and pitch show designed to solve real-world air transportation problems. Entrepreneurs and engineers whose skills range from novice designer to professional developer had an opportunity to address challenges faced by airports across the world. Participants selected a specific challenge, worked with a mentor to address the needs created by that challenge, and then pitched their solution to senior managers from ATL. Tonight's final pitch event will offer a dramatic conclusion to ATL Thinks! and could provide a starting point for a future business leader. Successful teams may end up working with ATL to implement their proposed solution. The event concludes Tuesday, December 15th, but the collaboration does not. ATL Thinks! is a program that seeks ongoing dialogue and activation from the community of participating innovators.

Program judges include Hartsfield-Jackson General Manager Miguel Southwell, former Georgia Department of Economic Development Commissioner Craig Lesser, Dr. Eloisa Klementich of Invest Atlanta, and representatives from a variety of prominent Atlanta-based businesses. More information on the event can be found at ATLthinks.com.

ATL Thinks! is sponsored by Hartsfield-Jackson Atlanta International Airport, Atlanta Aerotropolis Alliance, Atlanta Regional Commission and is produced by Amplify 4 Good.

WHAT:

ATL Thinks! is the inaugural logistics and transportation "Ideation Launch" featuring the best and brightest in area engineers, entrepreneurs, and developers. Participants will be asked to work on challenges faced by airports dealing with security line wait times, cargo issues, and improving the overall guest experience. Tuesday night's final pitch session will provide a dramatic close to the event.

WHEN:

Final Pitch Session: Tuesday, December 15 from 7:00 p.m. to 9:00 p.m.

WHERE:

Georgia International Convention Center, 2000 Convention Center Concourse, College Park, GA 30337

NOTE TO MEDIA:

ATL Thinks! is a fascinating opportunity for local tech novices and experts alike to present real-world solutions to challenges faced by air transportation executives. Teams will address challenges, collaborate to find a solution, and present those solutions. The real prize lies in the potential for a team to work with ATL to implement their proposed solution. Media must RSVP to media@atlanta-airport.com

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Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson (ATL) is the world's busiest and most efficient airport, serving more than 96.1 million passengers annually with nonstop service to more than 150 U.S. destinations and nearly 70 international destinations in more than 45 countries. ATL boasts a direct economic impact of \$34.8 billion in metro Atlanta and a total direct economic impact of \$70.9 billion in Georgia. The Airport is the largest employer in Georgia, with more than 63,000 employees. The Airport is a frequent recipient of awards of excellence for concessions, operations, architectural engineering and construction – including the 2013 Global Efficiency Excellence Award from the Air Transport Research Society, 2013 Project of the Year, Architectural Category for the Maynard H. Jackson Jr. International Terminal from the American Association of Airport Executives Southeast chapter and the 2012 Best Airport in North America, Business Travel Award from the Business Traveler Magazine. ATL has completed more than \$6 billion worth of capital improvements, including a new, energy-efficient rental car center, a gold LEED-certified international terminal and aesthetic and functional upgrades to its concourses, people movers and parking services. For more information, go to www.atlanta-airport.com. Check out the Airport's YouTube channel by visiting www.youtube.com/AtlantaHartsfield, follow us on Twitter (@Atlanta_Airport) and become a fan on Facebook (Hartsfield-Jackson Atlanta International Airport).

NOTE TO NEWS EDITORS

For HD broadcast quality b-roll of airport operations, events and generic interior/exterior shots, click here to view our ATL Video Newsroom: vimeo.com/atlairport/channels.