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LGA Terminal B Pioneers the Future of Travel as First Airport Terminal to Launch Interactive AI Guest Experience Ambassador Holograms

New York's award-winning terminal leverages hyper-realistic AI technology to redefine wayfinding and hospitality for the modern traveler.

Photo and video assets can be found [here](#).

East Elmhurst, Queens, N.Y. – May 12, 2026 – LaGuardia Gateway Partners (LGP), the manager and developer of LaGuardia Terminal B, today announced the launch of a first-of-its-kind interactive Guest Experience Ambassador Hologram. This initiative reinforces Terminal B's position as a global leader in aviation innovation, blending world-class hospitality with cutting-edge artificial intelligence to usher in the next generation of travel in New York City.

While other airports have utilized holograms for entertainment or static welcome messages, Terminal B is the first in the industry to deploy a fully interactive AI hologram designed specifically for guest service and wayfinding. The ambassador, named Bridget, is a life-size, hyper-realistic figure capable of engaging travelers in natural, intuitive conversations to help them navigate the terminal seamlessly.

Powered by Proto, the original hologram hardware platform, and Holomedia's AI Concierge Wayfinder application, Bridget offers a human-centered approach to digital assistance. Travelers can ask for real-time directions to gates and shops or the location of premium lounges and baggage claim.

"At Terminal B, our North Star has always been to provide an exceptional guest experience through a unique blend of innovation and world-class hospitality," said **Suzette Noble, Chief Executive Officer of LaGuardia Gateway Partners**. "The introduction of the interactive AI hologram aligns perfectly with this vision, allowing us to leverage next-generation technology to meet the evolving needs of our travelers. By providing an additional layer of intelligent, multilingual support, we are ensuring that every guest who passes through our terminal enjoys a seamless and stress-free journey."

The Guest Experience Ambassador Hologram is designed to complement Terminal B's existing team of human Guest Experience Ambassadors. Key features of the new technology include:

- **Multilingual Support:** The hologram communicates fluently in both English and Spanish with more languages to come.
- **Effortless Navigation:** Provides live mapping and step-by-step directions to enhance guest flow.
- **Accessibility-First Design:** Features high-contrast displays, closed captioning, and a physical interface positioned for wheelchair accessibility.
- **Operational Support:** Acts as a reliable resource during peak travel periods, ensuring consistent communication even when terminal staff are assisting other guests.

The first hologram is currently located near the Terminal B Food Hall, with plans to deploy additional units in each of the terminal's two concourses in the near future.

"Most people think of airports as stressful and confusing environments but LaGuardia's Terminal B leads the world in changing all that," said **David Nussbaum, Founder of Proto Hologram**. "Communication with humans will always be the best way to help travelers find their way, and for the first time in any airport, AI-powered interactive hologram avatars extend the reach of the human guest experience ambassadors. Proto Hologram and Holomedia's digital helpers can guide and advise travelers in ways that feel natural and intuitive -- and can give so much more personalized information than static signage and passive video screens do. The future of travel has begun at LaGuardia."

"As passenger expectations evolve, airports are increasingly seeking technologies that not only improve operational efficiency, but also create memorable, frictionless, and personalized journeys," said **Glenn E. Smith, Spatial Computing XP Architect**. "HOLOMEDIA AI bridges this gap through life-size holographic avatars powered by real-time wayfinding, multilingual support, and integrated passenger engagement tools."

About LaGuardia Gateway Partners

LaGuardia Gateway Partners (LGP) is the private manager and developer of the new award winning, state-of-the-art LaGuardia Terminal B. LGP is composed of Vantage Group and Meridiam for development and equity investment with Vantage Group leading the terminal management.

The Port Authority of New York and New Jersey is undertaking a historic redevelopment of LaGuardia Airport, of which Terminal B is one part. LGP won the bid issued by the Port Authority to deliver the extensive capital redevelopment project of Terminal B and provide worldclass terminal facilities and operations for passengers and airlines. In 2022, the \$5.1B Terminal B project – a public-private partnership – finished on time and budget. In 2023, LaGuardia Terminal B became the first airport terminal in North America to be awarded a perfect 5-star rating for customer experience by Skytrax.

LaGuardia Terminal B is home to Air Canada, American Airlines, Frontier Airlines, JetBlue Airways, Porter Airlines, Southwest Airlines, and United Airlines.

About HOLOMEDIA AI

HOLOMEDIA AI is a global leader in spatial computing, hologram communications, and immersive AI-powered passenger engagement solutions. Our proprietary and award-winning AI Concierge Wayfinder platform is redefining how airports connect with travelers by delivering intelligent, human-centered navigation and guest support experiences at scale.

Our solutions have been successfully deployed across major airports and transportation hubs throughout North America, helping operators modernize the passenger experience while unlocking new opportunities for operational support, accessibility, and revenue generation. More info at holomedia.ai.

About Proto Inc.

Proto Inc. is the patented leader in hologram technology and AI spatial computing. Proto devices and its platform are in use across enterprise, finance, healthcare, education, retail, hospitality, sports and entertainment. Partners and clients include dozens of Fortune 500 companies, all the pro sports leagues and Hollywood studios and top universities and hospitals across the U.S. Invented in Los Angeles and with showrooms and distribution partners around the globe, Proto distributes the large Proto Epic and Proto Luma, the desktop-sized Proto M2, and a suite of hologram AI and spatial computing services. Learn more at protohologram.com.