

# The Insider

National Elevator Industry, Inc.

August 20, 2013



## Destination Dispatch Series (2/3) – What a Building Owner Needs to Know

*This three-part series of The Insider takes an in-depth look at destination dispatch technology in elevators from a variety of industry perspectives. In this issue, we examine destination dispatch from the perspective of a building owner. The previous issue explored destination dispatch from the standpoint of an elevator inspector and the final installment this fall will share the perspective of the disability community.*

Like countless revolutionary technologies before them, when destination dispatch systems first entered the building market in the 1990's they encountered puzzled faces and slow adoption from building owners around the world. "My two-button elevators work just fine," they said. "And my tenants won't understand how to use this new-fangled interface!"

Yet, as a new generation of cell phone-savvy users easily mastered the reinvented elevator terminals, more and more building owners successfully implemented destination dispatch systems leading to the introduction of second and third generation technology offering vastly improved performance. In the last two decades, destination dispatch technology has become the standard-bearer in building transportation. It is now a must-have for building owners looking to offer their tenants innovative, state-of-the-art properties in the commercial or residential marketplace.

As we explained in the last issue, these early adopters soon learned that destination dispatch systems offered tenants an intuitive user-experience, first-class service and drastically reduced wait and travel times. More attractive than that for many building owners, however, was the economics. Because destination dispatch groups passengers going to similar floors and assigns elevator cars to get them there more efficiently, buildings can often comfortably accommodate more tenants with less elevators. This means happier tenants, more leasable space for the building and lower energy requirements for the elevator system.



Further, in an increasingly competitive real estate market, unique and customizable services offered by destination dispatch – things like tighter access control and RFID card readers for personalized service – can make the difference between gaining a prospective tenant and losing one. And when every square foot matters as building owners look for inventive ways to maximize space utilization and revenue, the potential to improve up-peak handling capacity by 20-30 percent or more is an investment that can generate immediate dividends.

As the popularity of these systems grow, some skeptics still wonder if destination dispatch could work in their building. Many elevator manufacturers can now simulate the impact these systems will have with your specific requirements using performance models based on real-life results at similar installations. If you need proof that your tenants can master the elevator without a traditional “up” and “down” button, however, no need for a personal consultation with a destination dispatch expert. Just watch the nearest youngster play “Angry Birds” on their parents’ smartphone to see how quickly we’re capable of grasping and incorporating the latest technology into our daily lives.

If you have questions about issues under discussion in your state, don’t hesitate to contact the *NEII* Government Affairs Director, Amy Blankenbiller, at [ajblankenbiller@neii.org](mailto:ajblankenbiller@neii.org) or 785-286-7599. Questions regarding the codes and standards that address destination dispatch systems should be directed to the *NEII* Code & Safety Director, Brian Black, at [bdbblack@neii.org](mailto:bdblack@neii.org) or 585-302-0813.

Have a comment or question for the experts? Want to submit a topic for a future issue of the newsletter? Send us your thoughts at [theinsider@NEII.org](mailto:theinsider@NEII.org) to keep the conversation going!

---

*NEII*® makes no warranty or representation as to the accuracy or completeness of the information provided. Neither *NEII*, nor its directors, officers, employees, or agents shall be responsible for the content or use of the information herein. To the fullest extent permitted by law, *NEII* disclaims all warranties express, implied, or statutory including but not limited to any warranties of merchantability, fitness for a particular purpose, and non-infringement.

---

**National Elevator Industry, Inc.**

1677 County Route 64 | P.O. Box 838 | Salem, New York 12865-0838  
NEII and NEII logo • Registered, U.S. Patent and Trademark Office  
Copyright © 2013 National Elevator Industry, Inc., Salem, NY

Call: 518-854-3100  
Email: [info@neii.org](mailto:info@neii.org)  
[www.neii.org](http://www.neii.org)



Follow @NEII\_Tweets

Subscribe [here](#) to receive future editions of "The Insider" newsletter.