

Getting ready for your digital travelers

How mobile technology will enhance
passenger travel in the future

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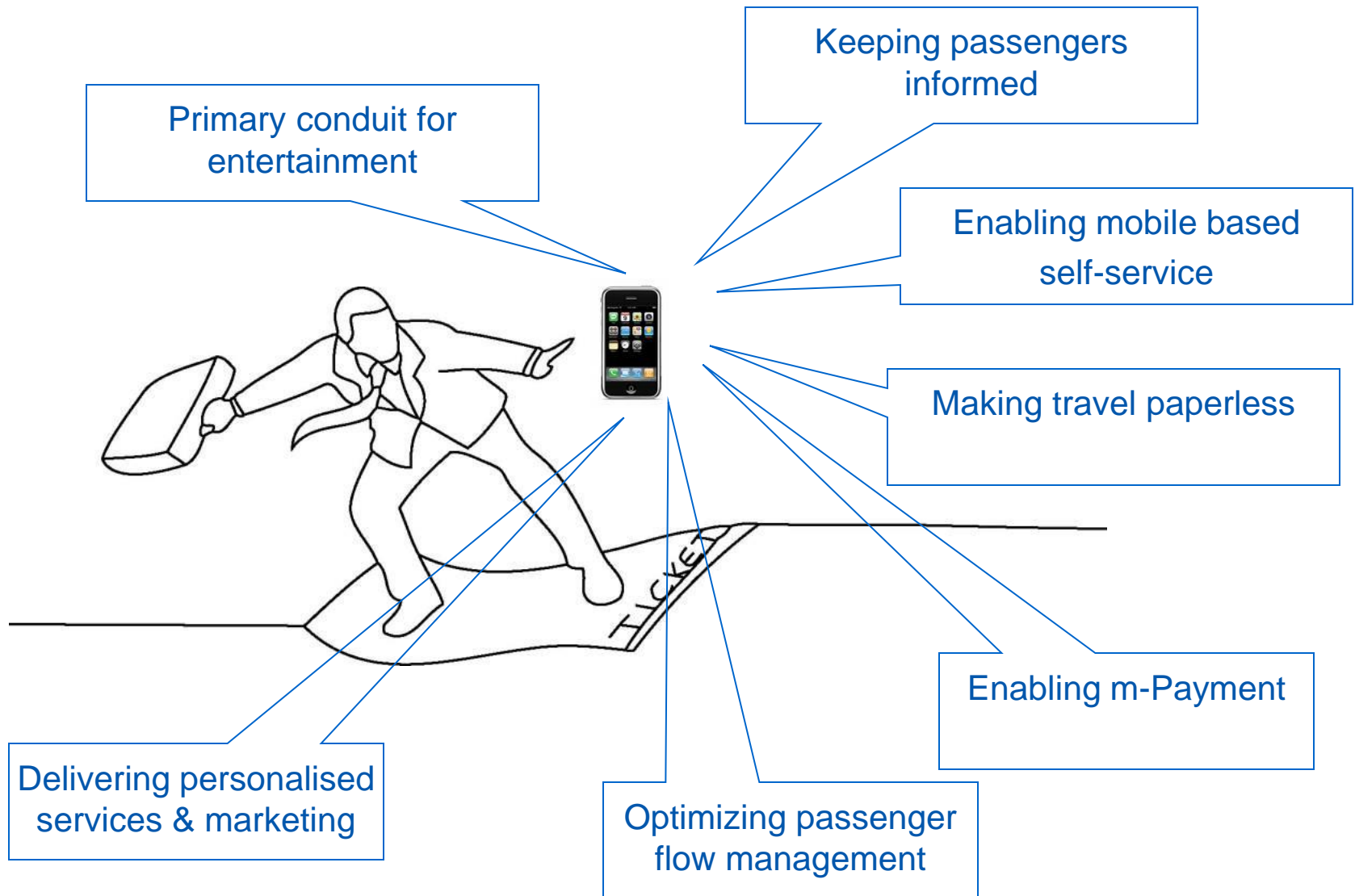
- Cell phones are radically changing everyone's day-to-day life, behaviors and expectations.
- Why should travel be “excluded” from such « evolution »?
- How will mobile technology change and enhance passenger travel experience in the future?

Mobile based services - why now?

- **Mass market consumer product**
 - Over 100% penetration in over 59 countries
 - 3.3 B mobile subscribers in 224 markets worldwide
- **Growing network coverage**
- **Improvement of the Internet mobile and wireless communications**
- **New mobile devices**



7-ways Mobile devices will impact air travellers experience



Keeping passengers informed

- Simple text alerts are the most popular mobile travel activity***

- Surveys indicate that passengers are highly concerned about delays and cancellations

- Rapid dissemination of information, via mobile devices
 - Pro-active vs. Reactive engagement with passengers
 - Personalized & Confidential interaction
 - Improves Customer Service/Satisfaction and reduces frustration

79%*

are positive about
using SMS notifications

82%**

of airlines
will offer notification services
by 2010

* SITA Passenger Self-service Survey – 2007

** Airline IT Trends Survey – 2008 – SITA & Airline Business

***Forrester Research, North American Technographics Benchmark Survey 2007

Enabling self-service

- Mobile check-in is being deployed
 - Frequent and Business travellers
- More mobile functionality
 - seat selection
 - meal preferences specified
 - filling in e-landing cards for immigration, during the flight.
- Anywhere, anytime self-service option
 - Greater control throughout the journey - including in the aircraft cabin

48%*

of passengers
would use mobile
phone check-in

67%**

of airlines
Will offer mobile
check-in by 2010

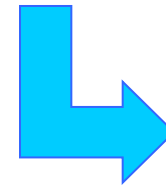
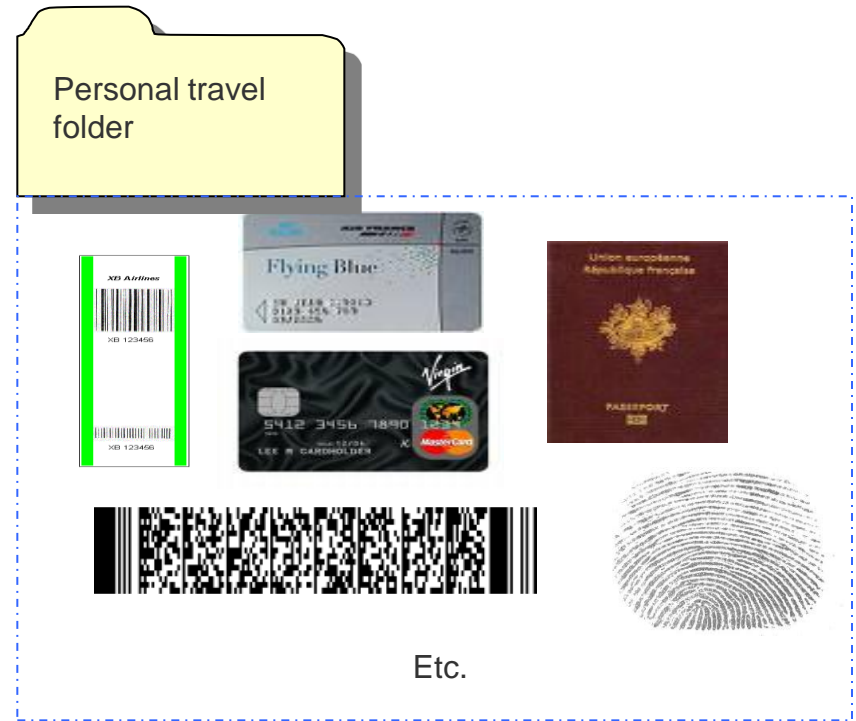
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Making travel paperless

- IATA StB Initiatives
- Mobile devices are becoming increasingly capable of acting as personal travel folders
 - 32% of airlines plan to provide baggage receipt on passenger mobile phone**
 - 30% would use barcode to provide other value-added services (e.g. airport directions, info services etc)**
- NFC Technology will be embedded into mobile devices
 - SIM cards, Mobile phones, Credit cards, etc.
 - There is no technical impediment to store highly sensitive data on a mobile device.
- The vision of a global paperless travel will move a large step forward

** Airline IT Trends Survey – 2008 – SITA & Airline Business



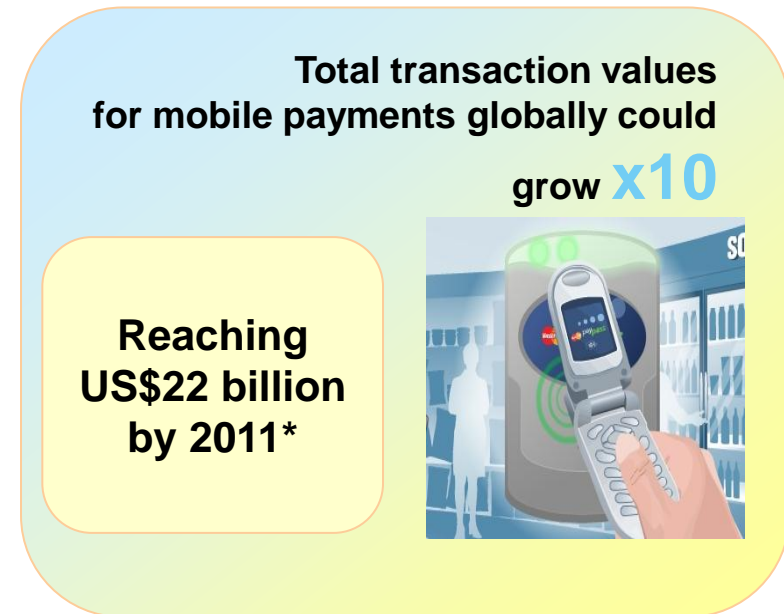
What is Near-Field Communication (NFC)?





Enabling m-payment

- e-wallet capabilities
- Perfectly suited to travel experience
 - Frequent and relatively small purchases
 - Multiple currencies
- Goods and services could soon be paid this way
 - Airport Parking, excess baggage, airport taxes, Ticket upgrade, access to lounges
 - Duty free shopping, in-flight purchases
 - Wi-Fi access subscription fee
- 55% of airlines consider supporting e-payment via passenger mobile phone**



*Juniper Research, July 2007

« Paying by Mobile – Mobile payments strategies and Markets 2007-2011 »

** Airline IT Trends Survey – 2008 – SITA & Airline Business

Optimizing passenger flow

- Optimizing passenger flow management and aircraft turnaround are very important to airlines and airports
 - Passenger numbers growing
- Late boarding passengers and no-show have a negative impact
 - Operational efficiency
 - Bottom line
- Location sensing via mobile devices
 - Make it increasingly easier to locate late boarding passengers and guide them quickly to the aircraft.
 - Already 22%* of airlines consider using location sensing technology on mobile phone to improve passenger boarding
- Auto-ID could reduce delays by 6%
 - 600m\$ savings per annum

Automated ID technology could reduce delays by as much as **6%****



** Cambridge University's Auto-ID Lab – Turn-around survey

* Airline IT Trends Survey – 2008 – SITA & Airline Business

Delivering personalized services & direct marketing

- 'Context-aware' applications and services
 - Take into account criteria such as location, user profile, and time
- Marketers can send targeted content to passengers' mobile devices
 - Propose passengers to download directions to go to their connecting gates, in their mother tongue
 - Promotional messaging of vouchers sent as passenger nears point of sale
- Widespread adoption of one-to-one marketing and customer care through mobile devices

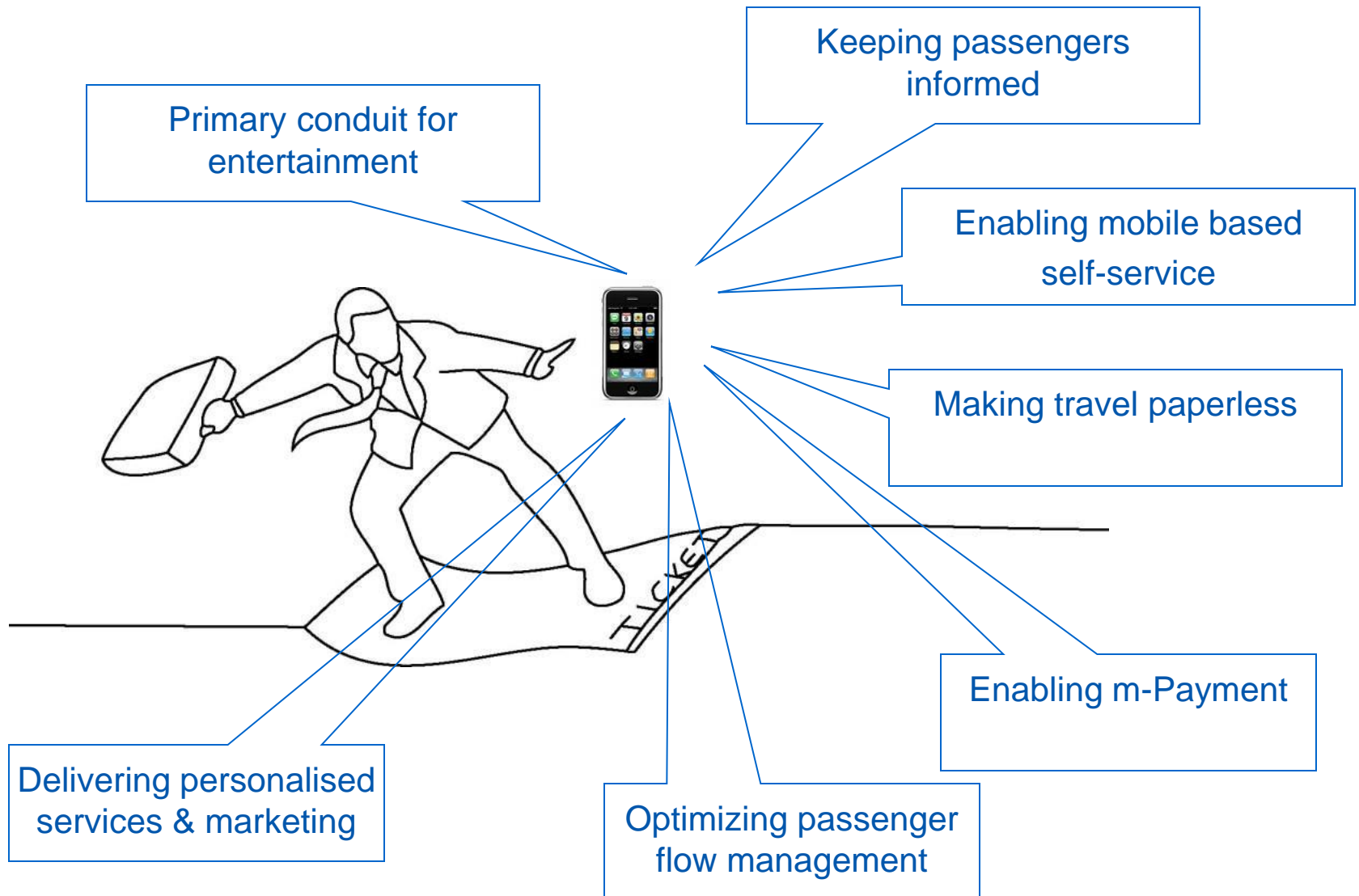
In recent pilot project, recipients of vouchers sent to a mobile phone spend **50% to 100%** more than ordinary shoppers at the retail outlets.

Providing a primary conduit for entertainment

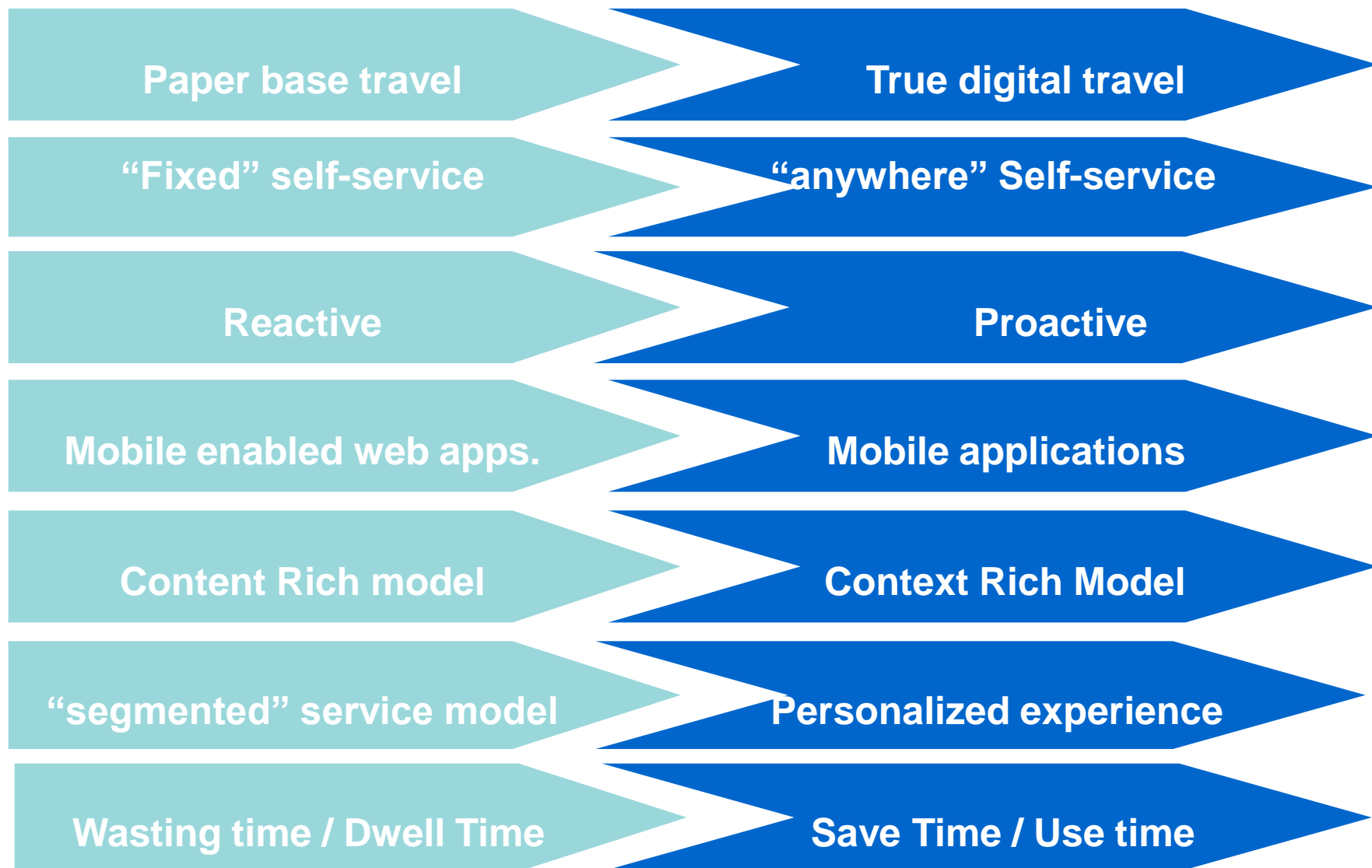
- Passenger mobile devices become personal entertainment system
 - increased functionality and applications
 - use onboard the flight
 - Use during dwell time at the airport.
- New mobile, increased functionality to download and store content
- Opportunity for airports to “serve” passengers as access enabler or content provider



7-ways Mobile devices will impact air travellers experience



A changing air travel experience



Thank you

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