



## Mobile Solutions for the Airline Industry

<http://www.mobilefx.com>

mobileFX™ offers Business Integration Services for deploying your business on Mobile Devices and Mobile Phones.

This presentation contains some first ideas of mobile-based Solutions for the **Airlines Industry**.

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### Introduction

With our **Systems Integrator Services**, mobileFX™ can easily interconnect independent Computing Systems and offer robust, heavy-duty and cutting-edge solutions, incorporating state-of-the-art Technology and offering to your clients a vast array of Branded **Value Added Services** and **New Revenue Streams** for your company.



### Solutions we can provide for the Airline Industry:

Airline Mobile Tickets	Mobile Loyalty Cards (“Air-Miles”)	Airline-Branded Mobile Java Apps.
Airline Mobile Boarding Pass	Mobile Customer Support Services	Mobile Coupons
Airline Mobile Check-in	Mobile Marketing & Digital Signage	Mobile Commerce

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### The Cornerstone of our Solution are Mobile Barcodes

- Airline Mobile Tickets
- Airline Mobile Boarding Pass
- Airline Mobile Check-in
- Airline Mobile Loyalty Cards ("Air-Miles")
- Mobile Coupons



### Current Developments on Boarding Passes

**IATA** is working on Bar-Code **Printed Boarding Passes** and **Mobile Boarding Passes**:

- Actually, it is decided to have one unit that is able to scan **PDF417** code in the physical size of 2x3 inch.
- As well it is decided to send **2D Bar Codes via SMS** to the passengers to include offline-data.

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Our solution is able to read all International 1D and 2D codes

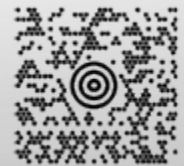
### 1D Bar Codes



### Stacked Codes



### 2D Codes



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### Advantages and Benefits of Mobile Barcodes

- Alternative Marketplaces for Ticket sales and Coupon distribution.
- Alternative Mobile Boarding pass usage.
- Enjoy the benefits of ubiquity – purchase tickets or check in everywhere and at any time.
- Modern and simple way to distribute Tickets and Coupons.
- Reduce administrative costs.
- Generate additional revenue through Added Value Services (Mobile Coupons / Vouchers).
- Increase customer satisfaction by speeding-up or eliminating queuing processes.
- Address individually your customers (one-to-one marketing / proximity marketing).
- Extremely Scalable, Low-Cost and Cost-Effective Solution.

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### Distribution options of bar-coded Mobile Content (Tickets, Coupons and Boarding Passes):

#	Distribution	Costs for Airline	Costs for Passenger	Disadvantage	Advantage
1	<b>WAP SMS</b>	1 SMS	Download Fees	Costs for all Parties	Big codes with a lot offline content can be downloaded Logos can be downloaded
2	<b>MMS</b>	1 MMS	Download Fees * Depending on Network Operator	Costs for all Parties	Big codes with a lot offline content can be send Logos can be send
3	<b>Picture SMS</b>	1 SMS	FREE	Only up to 60 digits can be stored offline in code	Low costs , high penetration in the market
4	 <b>Java Application on the Mobile Phone</b>  Distribution via: a. Bluetooth® Cells b. WAP SMS c. Internet Download	a. * FREE b. 1 SMS c. FREE	a. FREE b. Download Fees c. Download Fees	Requires Mobile Phone capable of running Java Applications.  (Over 95% of mobile devices are capable and compatible)	Java application becomes a <b>Mobile Loyalty Card</b> serving <b>Promotions</b> and <b>Mobile Marketing Campaigns</b> .  A vast array of <b>Added Value Services</b> may be offered to customers such as:  <b>a. Flight Information</b> <b>b. Flight Delay Alerts</b> <b>c. Gate Change Alerts</b> <b>d. Weather Forecasts</b> <b>e. Tourist Guide and Points of Interest</b> <b>f. Emergency Call Numbers</b> <b>g. Hotels and Car Rental Information</b>

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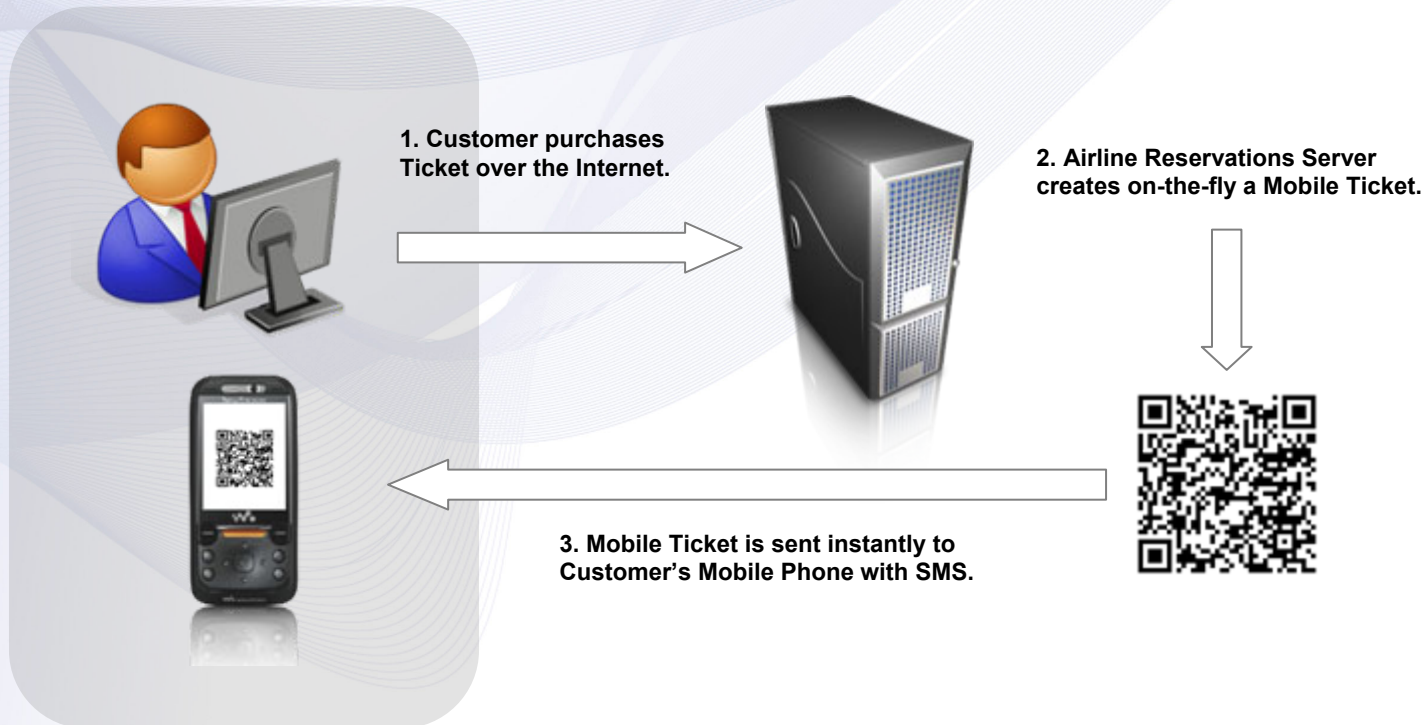
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# The Ideas Illustrated

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### Airline Mobile Tickets

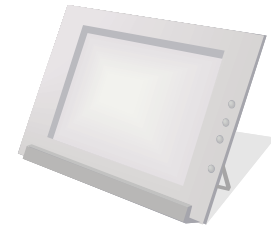
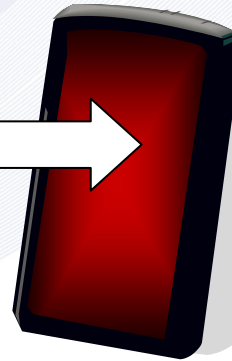


If Mobile Ticket is embedded inside a Mobile Java Application, additional Flight and Retail (Car Rental / Hotel / Touring) information can be included.

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### Airline Mobile Check-in



Digital Signage



Mobile Boarding Pass

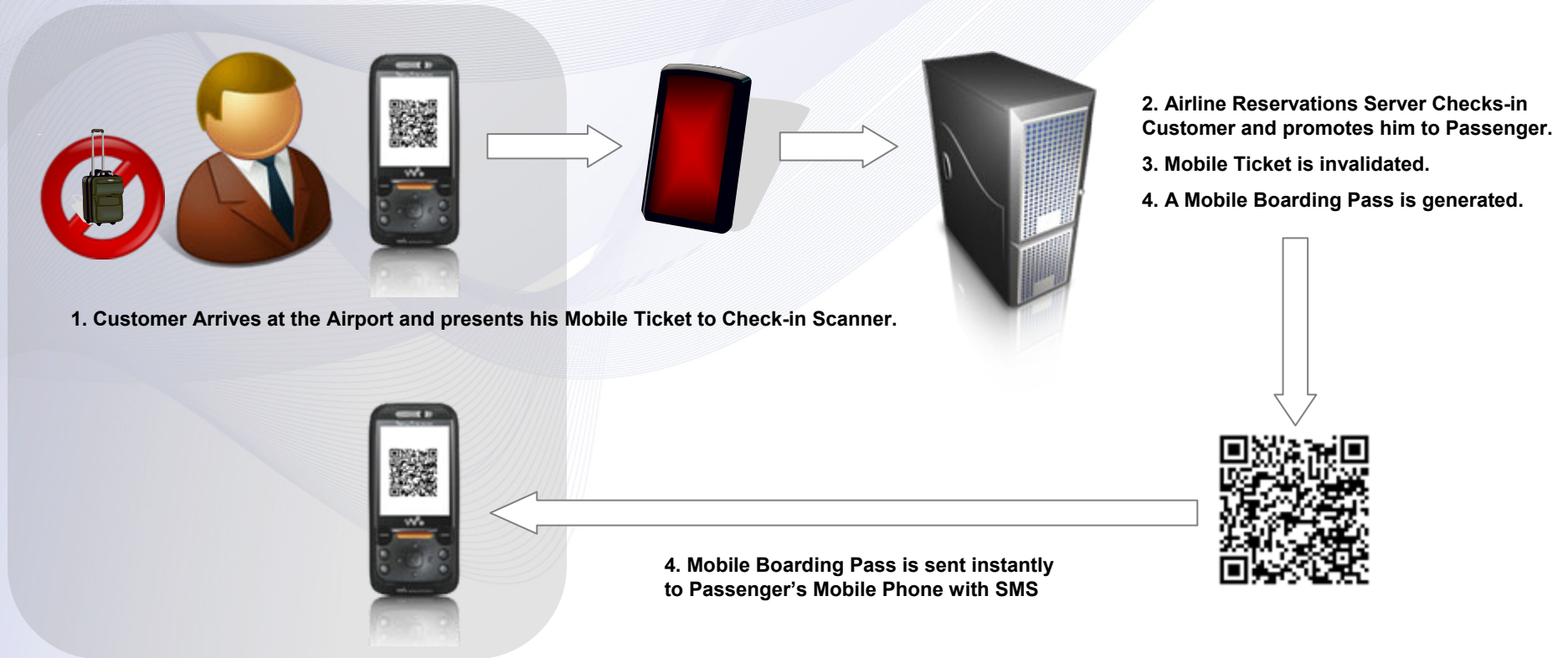
#### The Concept:

Customer arrives at Airport's Departures Terminal and presents his Mobile Ticket to Mobile Check-in Scanner

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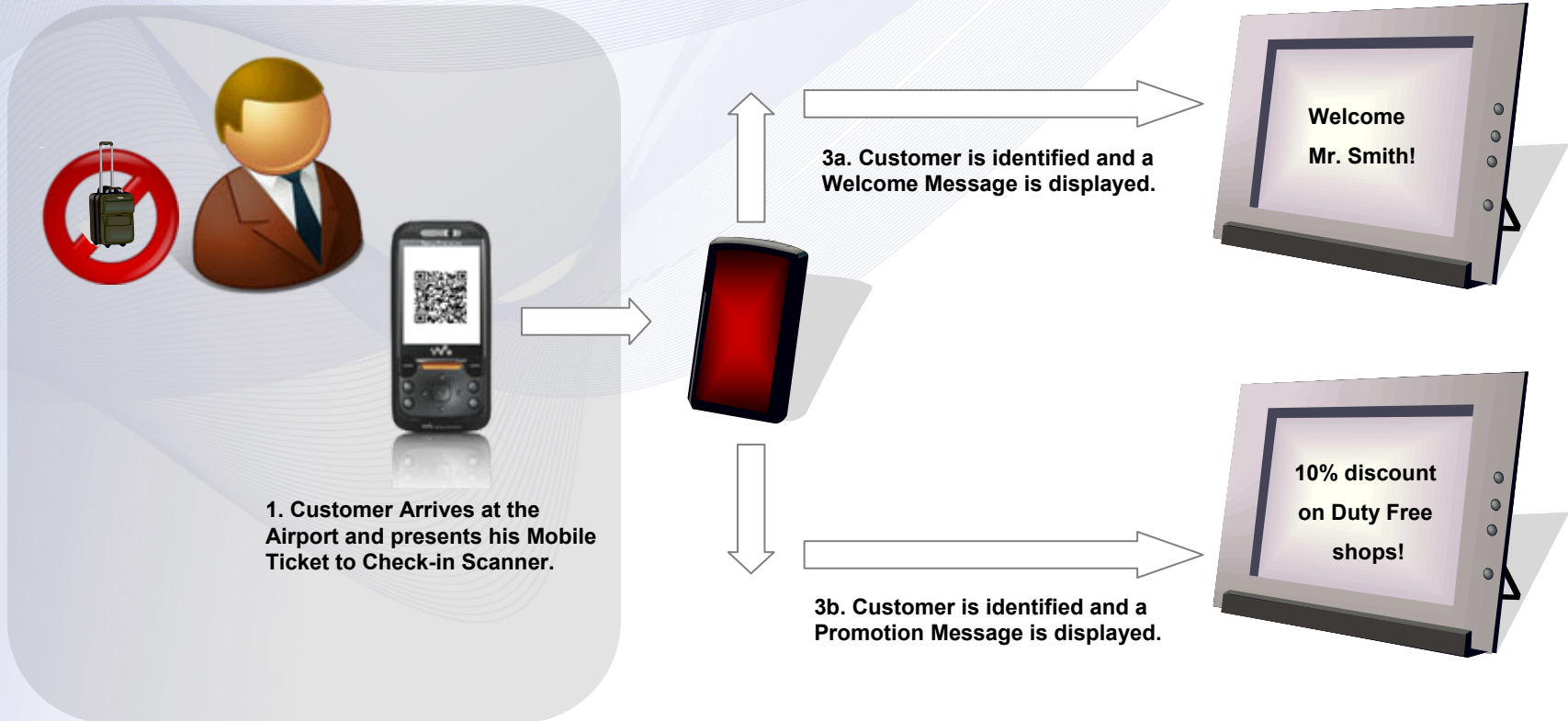
#### Airline Mobile Check-in with Mobile Boarding Pass



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### Airline Mobile Check-in with Digital Signage



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#### Airline Mobile Boarding Pass, Mobile Coupons & Digital Signage



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### Mobile Customer Support Services: Passenger Alerts



Gate Change



Flight Delay



Gate Now Open

Alerts are sent directly to passenger's Mobile Phone with SMS or retrieved by the Airline-branded Java Application running on customer's Mobile Phone.

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### Airline-branded Mobile Java Application #1

- **Airline-branded Java Application** is sent directly to customer's Mobile Phone with a WAP SMS, along with a second SMS containing the **Application's PIN** number.
- The Java Application contains the **Unique Customer Digital ID** and **Customer's 2D Identification Barcode**.
- **This code is used for identifying the customer** when needed, by Airline personnel, Agents and Airline partners (Car Rental Companies, Hotels, Restaurants, etc)
- This code is used for identifying the customer for entering the **Airline's VIP & Executive Lounge**.
- Easy combination of **Mobile Tickets, Boarding Passes, Coupons** and **Loyalty Programs** within a single application and User-Friendly interface.
- Display of real-time **Flight Information** and **Flight Alerts** (e.g. Gate or Departure Time changes, Connect Flight Information, etc).
- **Flight Reservations** through Mobile Wallet Feature on compatible Network Operators, or Mobile VISA Payments.



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#### Airline-branded Mobile Java Application #2

- Vast array of **Value Added Services** embedded inside a single deliverable of small size.
- **Geo-Sensitive Content** that is automatically updated depending on the visiting Country and cached as static content.
- **High Degree of Flexibility**, easy-to-integrate with 3rd party systems. (e.g. Weather Forecasts, RSS Feeds, etc)
- **Bi-directional Communication Channel** between the Airline and each customer individually – ideal for Marketing Research.
- **Automatic Updates** over-the-air (OTA) for future releases, Marketing Promotions and Competitions, and system scalability / expandability.
- **Efficiency**, no more printed receipts that can be forgotten at home, lost, or fill-up the wallet.
- **High Degree of Customer Acceptance** (Gadget-like innovative nature)
- **Low Costs and High Benefits.**



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### :::: System Integration Components (Bill of Quantities) ::::

#### Hardware

- **Barcode Scanners** to read and process two-dimensional (2D) symbols, such as Data Matrix as well as one-dimensional (1D) barcodes from **Mobile Phone Displays**.
- **Bluetooth® Cells** for transmitting Mobile Content and offering Value Added Services to all customers or VIPs in Executive Lounge.
- **Digital Signage Hardware Players** for Interactive Next Generation Point-of-Sales, Customer Support and Reception Desks and Ticket Vending Machines.

#### Software

- **mobileFX™ Integration Services.**
- **mobileFX™ Data Adapter and Proxy Server** for retrieving and transforming data from various Data Sources and forwarding data to Mobile Devices, Bluetooth® Cells and Digital Signage Stations.
- **mobileFX™ Writer**, an Embedded Content Authoring Integrated Development Environment (IDE) for Advertisers and Marketers, for quickly prototyping Mobile Marketing ideas.
- **mobileFX™ Digital Signage Interactive Player**, an monolithic multimedia player with Networking and Remote Control features.
- **mobileFX™ Java™ Micro Edition (J2ME) Client Applications.**

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### For more information:

Please send us an email at [info@mobilefx.com](mailto:info@mobilefx.com) or to [epolitakis@mobilefx.com](mailto:epolitakis@mobilefx.com).

### Thank you for watching!

mobileFX™ DLSS & System Integrations Team