

Securidox voted Runner Up Ancillary Revenue Solution in the Lions Den at the Airline Information Mega Event in Miami

London, December 14, 2011

Securidox was voted runner up in the Lions Den, a forum for entrepreneurs at the recent Airline Information Mega event held in Miami – despite the five minute presentation being cut short by two minutes.

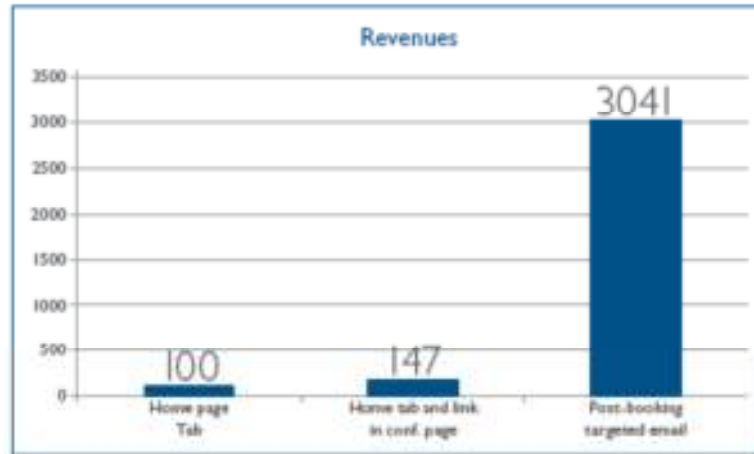
The solution presented was Securidox's solution for e-Ticketing, boarding passes (both mobile and Print-at-Home), as well as follow up/reminder emails which can be used for driving Ancillary Revenue.

This was Securidox's first venture into the US Market. Mark Scott, CEO said *"I was very pleased by the reception of Securidox by the audience in the Lions Den. The vote validates Securidox's decision to attend the Airline Information's Mega event in Miami as its first conference outside of the United Kingdom. There was considerable interest by delegates at the conference and many have followed up subsequently."*

Although the presentation was aimed at Ancillary Revenue in the Airline market the Securidox Platform is designed to "Drive" Ancillary Revenue as well as being capable of being used for Direct Marketing in terms of "Targeted" Customer Service messages and Cross Selling products and services via PDF or HTML email or to Mobile devices.

Director Richard Stokes who recently joined Securidox from SITA, presented in the conference's Innovation session and comments *"Innovation in business is about new revenues, not just unbundling the old stuff. Many ancillary revenues are just ways to try to retrieve poor yields caused by LCCs and most Innovation is stifled by heavy technology "procedures" within airlines. Dynamic, focused, advertising from Securidox can generate real new money at up to \$1.00 per document"*

Research by Isango* has proven that post purchase sales are up to 20 times that of options presented during purchase . This means that delivering targeted messages on the Ticket Confirmation and on the e-Tickets drives significant sales.



The airline can sell Banner Ads to companies wishing to target the airlines passengers with targeted messages. Current experience has achieved Ancillary Revenue of over US0.90 per eTicket Confirmation.

Targets for messages are any person on whom a company holds data on and would normally have targeted by Direct Mail in the past.

To demonstrate what is possible from an integrated platform, Securidox has set up "AirGo", a demonstration airline. On it (by web or mobile), you can book a flight, receive confirmation with targeted messages, check-in and receive your boarding pass via email or direct to your mobile. See here - <http://airgo.securidox.com/>

* Isango is a destination tours and services specialist company supplying amongst others Qantas, German Wings and Ryanair

For further information on Securidox and its solutions visit www.securidox.com

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