

Securidox delivers QR codes to enhance onboard sales

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Airline passengers will soon be able print their boarding pass, scan, check-in, board and also buy duty free goods, when Quick Response codes (QR) start appearing on their custom delivered boarding passes.

QR scanning apps are now widely available for mobile devices as they facilitate the ease of transfer from the printed document to a web page which can provide comprehensive product information. They are a huge success in the Far East, especially Japan and South Korea and now leading retailers, are using them to enhance promotional offers.

Simply, when consumers see the QR code on a poster, news or journal page they scan the code to gain more knowledge directly from the web.

Securidox believe that the inclusion of a QR code on an airlines securely delivered boarding passes will not only enable the passengers' smooth transit through their airport, but can also take them immediately to the airline's onboard sales portal.

When asked about the QR delivery, Mark Scott CEO of Securidox said, *"ID is essential, but a boarding pass is the one piece of paper that every passenger must have to travel. We can add passenger specific QR codes to each passengers boarding pass, so that the mobile traveller can then scan it for pre-flight offers. We have explored and developed the idea with Ivor Smith of dutyfreeonarrival.com who has secured QR codes and duty free web page data for every world airline. The Securidox dynamic targeting ability allows delivery of appropriate product based on the passenger profile in the relevant language"*

Ivor Smith Founder of dutyfreeonarrival.com said *"we have a multi-lingual webpage for every airline in the world and we receive hundreds of search strings every day asking for links to in-flight duty free catalogues. The consumer wants to buy and he wants to buy through technology, but he is having difficulty finding his way to the store. This is why he asks us. With the Securidox initiative, he can now print, scan and buy through a simple link affiliation mechanism."*

The QR code demo will be introduced to the airline trade at the Airline Information "Mega Event", which takes place in Miami, Nov 29/30 and conference participants will be asked to test the technology with their devices and make a purchase.

Mark Scott added, *“The hidden benefit of these codes is that they can be targeted to a specific offer, and detailed analytics can be collected from each user. The facility can also be linked to a passenger’s Loyalty account. The real benefit is that the passenger starts thinking how to ‘buy-on-board’ for collection on arrival, before he arrives at the airport. This improves passenger experience and saves the airline fuel previously required to carry the goods.”*

The current Airline share of the world duty free market is only 7%, so the parties to this initiative believe that it takes the passenger direct to the airline shop before flying, will increase sales.

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

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Dutyfreeonarrival

Dutyfreeonarrival.com is the world’s only duty free and tax-free online search portal providing detailed travel-point information for travelling shoppers.

Birmingham, United Kingdom.

QR (Quick Response) Codes

QR codes were invented in Japan by Denso, a Toyota subsidiary, to enable the easy scanning and process of automotive components. They have since been adopted as a marketing aid for consumer brands. Linqright.com generate the QR codes for dutyfreeonarrival.com.

