



**iconfirmMobile™  
delivers mobile  
check-in solutions  
with IATA compliant  
mobile boarding  
passes**

iconfirmmobile™ delivers advanced mobile phone and PDA check-in solutions providing airlines with substantial savings, while at the same time offering their customers hitherto unparalleled convenience.

iconfirmmobile™ gives passengers the ability to perform the entire check-in process from their mobile devices. Check-in is accomplished either by the passenger sending an SMS to a pre-arranged short code number or by replying to an invitation to check-in delivered automatically by SMS when mobile check-in opens for a flight.

In lieu of a traditional paper boarding pass, iconfirmmobile™ then allows airlines to send IATA compliant 2D barcodes directly to a passenger's mobile phone, PDA or smart phone. The barcode becomes the passenger's boarding pass and can be read directly from the device's screen, thereby completely eliminating paper from the check-in process. As a bonus, by using a Mobile Terminated Billing model, airlines have the option of earning additional revenues by sending the message as a premium SMS charged to the passenger.

Mobile barcoded boarding passes is one of the key objectives of IATA's "Simplifying the Business" initiative. iconfirmmobile™ brings this initiative to carriers worldwide.

iconfirmmobile™ delivers the barcodes either as a "multimedia" picture message, a "WAP push" message or an email to ensure compatibility with most modern mobile devices. In addition, iconfirmmobile™ also allows airlines to automatically deliver 'follow-up' SMS messages to a passenger who has opted for mobile check-in. These can comprise promotional offers for 'airside' purchases from third parties, up-sell messages and flight status updates.

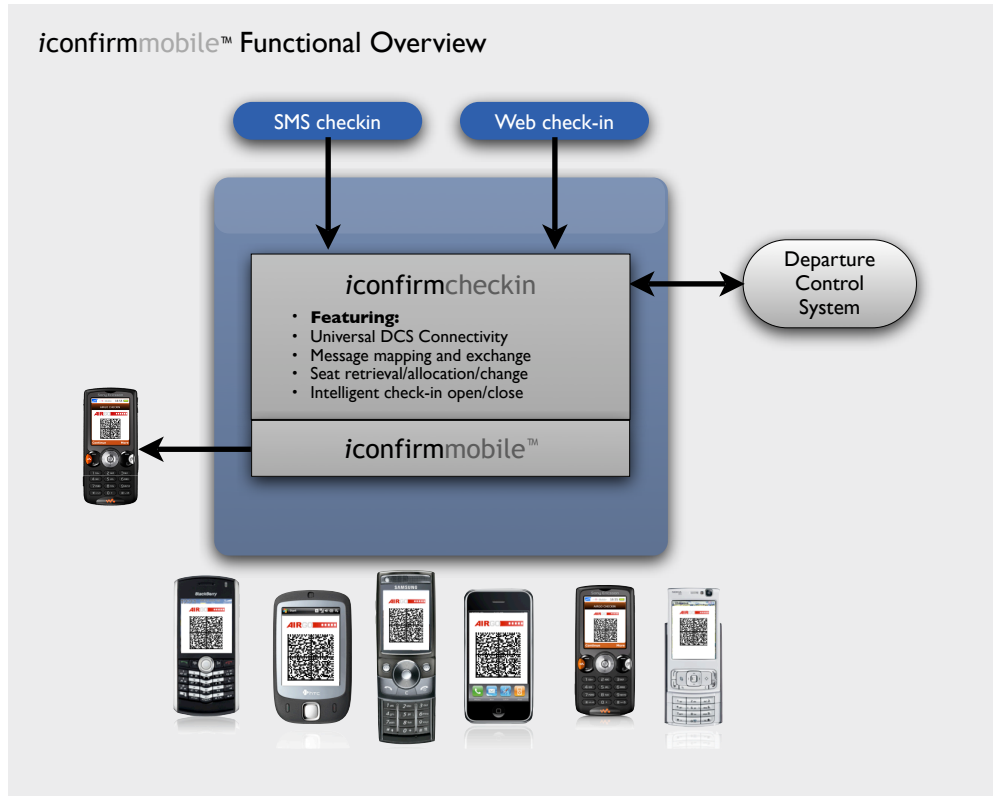
All control of the check-in process and boarding pass delivery is accomplished using **Manage&Control™** - the user driven communication management system at the heart of the iconfirm™ suite of products. This includes message layout, barcode standard selection, follow-up message management and usage/revenue management.

Like other components of iconfirm™, iconfirmmobile™ is a fully hosted solution allowing airlines to implement the service for their passengers rapidly and cost effectively.



**Key Business Drivers**

- No upfront capital costs for a flexible and scalable solution based upon standard technology platforms
- Enhanced customer satisfaction and perception provided by a simple and efficient service
- A hosted solution which offers low implementation and operating overheads
- Ability to automatically check-in regular flyers and premium customers
- Can be integrated with all major reservation and Departure Control Systems
- Substantial cost savings in personnel through reduced check-in time and fewer misplaced documents
- Compatible with most modern handsets and mobile devices including PDA's and smart phones
- Additional revenue opportunities by using Premium SMS messages and sales of advertising messages



**Key features**

- Entire check-in process accessible from mobile devices
- Real-time communication with GDS/DCS using intelligent middle-ware
- Barcoded boarding pass delivery directly to passenger's registered mobile device
- Barcodes delivered as MMS, WAP push or email
- Global message delivery
- Automated 'check-in open' messages delivered by SMS
- IATA resolution compliant
- Extensive real time reporting of system usage and advertising / promotion effectiveness
- Additional automated, post check-in SMS Alerts for delays
- Other promotional messages can be sent as 'paid' advertisements generating additional revenue
- Supports a wide range of handsets including Apple iPhone, Blackberry®, LG, Motorola, Nokia, Palm and Sony Ericsson

iconfirmmobile™, further enhances the service provided to passengers by iconfirm™ and puts the airline at the forefront of customer satisfaction for easing the check-in process.

IATA has stipulated a deadline for the end of 2010 to implement 100% barcoded boarding passes. This is expected to save the airline industry over USD500 Million.

iconfirmmobile™ gives airlines the ability to realise these savings immediately in a cost-effective and seamless manner.

As with iconfirm™, implementation involves no more than a compact integration process. As a fully hosted solution, iconfirmmobile™ involves no capital investment and minimal operational overhead for an airline to commence delivering mobile check-in services. In addition, all the features of iconfirm™ including branded document delivery, sophisticated document layout and content management and the embedding of targeted advertising for additional revenue will enhance all non-mobile services.

For more information or to arrange a demonstration on how iconfirmmobile™ can revolutionise your passenger's experience, please contact Securidox.



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