



## OTA compliance implemented for all solutions

LONDON (27th May 2004)

Securidox Ltd today announces compliance with Open Travel Alliance Messaging Standards for the creation and delivery of booking confirmations for the travel industry using iconfirm™.

Ravi Ramamrutham - Technical Director Securidox Ltd comments: *"OTA specifications have now made it even easier for travel companies to integrate their booking processes with iconfirm™ resulting in a shorter implementation time and reduced development costs. There are a plethora of booking systems, messaging standards and platforms available to travel companies. The OTA Messaging Standards finally bring a level of cross system messaging not hitherto possible"*

iconfirm™ is Securidox Ltd's online document delivery system for the travel industry. The system enables airlines, tour operators and travel companies to deliver travel documentation to customers without compromising on branding, security or customer satisfaction. Whether in eTicket confirmations, boarding passes or eBrochures, iconfirm™ provides sophisticated 'reactive CRM' opportunities for companies to cross market their or their partners services.

The Open Travel Alliance is dedicated to helping the travel industry take full advantage of near universal access to the Internet. Internet and related technologies can significantly affect the way the travel industry operates and reaches customers throughout the global economy. Travel industry business and technology leaders responsible for product distribution are working together through the OTA to transform the travel industry into one global supermarket of products and services. This will be realized through development of a commonly accepted communications process using XML.

*"We have always been able to integrate to different systems using industry standard formats but the OTA standard is automatically accepted by our solutions as default."* commented Mark Scott Managing Director of Securidox Ltd.

For further information, contact:  
Press and PR Dept Securidox Ltd  
E-mail: [press@securidox.com](mailto:press@securidox.com)  
Tel.: +44-20-7644-0450  
Fax: +44-20-7604-0650  
[www.securidox.com](http://www.securidox.com)