



## SITA and Securidox in strategic alliance to deliver eTicket notifications

### LONDON (1st August 2004)

Securidox Ltd today announced a strategic alliance with SITA to deliver *iconfirm*<sup>TM</sup> – its' eTicket notification delivery solution to airlines worldwide.

*iconfirm*<sup>TM</sup> is a unique patent-pending solution that can integrate with any booking engine to deliver eTicket Notifications and Boarding Cards as secure, fully branded PDF files.

Most airlines have opted to deliver eTicket notices as either text-only or HTML emails. Text only confirmations force airlines to compromise completely on brand integrity, while at the same time providing passengers with a less than satisfactory user experience. HTML mail, while appearing to address the problem, introduces a raft of security, layout and printing issues.

Delivering notices as PDF files using *iconfirm*<sup>TM</sup>, airlines ensure that passengers receive a fully branded, secure document which prints perfectly on any printer. Moreover using Manage&Control – Securidox's proprietary advertising management tool - finely targeted cross-selling, promotional or third party messages can be inserted into the eTicket notification.

*"iconfirm*<sup>TM</sup>*'s short implementation time means that professional communications are no longer the preserve of large airlines. The template driven nature combined with user-defined advertising rules means that the control of the layout and content of eTicket Notifications reverts to where it belongs – the sales and marketing departments."* commented Alex Bigmore, Senior Consultant at SITA (PTS).

Mark Scott, Managing Director of Securidox says *"iconfirm*<sup>TM</sup> *enables airlines to deliver quality documentation to passengers that are secure, self-contained and provides outstanding revenue generation opportunities. The unique qualities of PDF files ensure that the document will print perfectly every time on A4 as well as "letter" sized paper without compromising brand integrity"*

Ravi Ramamrutham, Technical Director adds *"By delivering iconfirm*<sup>TM</sup> *as PDF files, we are able to overcome the lack of consistency with which different browsers, computers and printers print web-pages. Moreover, the document is self-contained so that it can be viewed and printed without having to go online."*

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