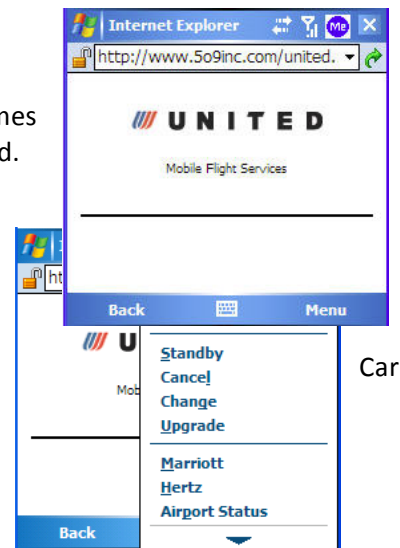


The Situation

A business traveler's meeting goes over the planned time. He/she leaves late, encounters unexpected traffic and long security lines at the airport. This causes missed flights, changes to hotel and car rental reservations and possible re-arranging of the next day's meetings. The airline, in this tough economy wants to ensure customer loyalty by simplifying the change process for the frequent traveler.

The Mobile Meta Data Solution – Adding Context

Upon leaving the meeting late, the business traveler selects the airline from their customized browser menu. The Frequent Flyer Web site comes up and the user is automatically logged in. His/her location is confirmed. The route to the airport is mapped and traffic conditions are reported. Airport security line status is checked and the traveler gets the option to check-in online and receive a mobile boarding pass, check frequent flyer points, upgrade their seat assignment with points, change a flight or cancel a flight. If the flight is changed or cancelled, the traveler then selects from the airline's travel partners list such as Hotel and Rental agencies and gets another set of options from these service providers, including late arrival or late checkout, changing reservations, requesting a shuttle, getting directions, or changing the class of car. By the time the traveler reaches the security gate, all arrangements have been confirmed.



Benefits of 3P Mobile[™] Metadata and Using Web Standards

All of these selections are based upon the ability to offer user and location appropriate services without typing. The ability to improve service levels for mobile users is enhanced using the Web browser as the mobile user interface. Loyalty program services can be instantly extended by providing additional services simply by adding new service options to the browser menus – which is accomplished on the Web page, not the device. Linking and passing along this data to a mapping site, weather site or airport status database or travel industry partner is a simple mash-up.

Benefits to Travel & Hospitality Organizations

- Higher customer satisfaction
- Increased loyalty
- CAPEX/OPEX Efficiencies
 - Early notice of open seat, room, or vehicle inventory
 - Reduced traveler time at the airport service counter
 - Increased use of automated systems/decreased use of call centers
 - Reduced co-marketing expense with travel alliance partners
 - Reduced mobile development and support expense
 - Payment only for confirmed merchandising services
 - Services may be altered at the Web app/Web server level, minimizing mobile app development and service update expense