



SAS to launch mobile boarding passes

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As of tomorrow, SAS Scandinavian Airlines customers will be able to travel using only their mobile phone. This is in line with SAS' focus to offer its passengers the most hassle-free travel as possible. During a trial period (15 April and 1 July), passengers can experience the simplicity of travelling with Scandinavian Airlines between any of the following seven airports: Copenhagen, Gothenburg, Helsinki, London Heathrow, Oslo, Stavanger and Stockholm.

"Currently, approximately 10% of SAS passengers check-in via SMS, but our goal for 2011 is that 80% of our customers check-in off-airport, which means online or via their mobile," says Lars Sandahl Sørensen, Senior Vice President, Commercial, SAS. "It is very important for us that our customers have the smoothest and simplest travel experience possible with us. We are therefore looking forward to rolling out the service later this year, once we have evaluated the trial."

The service will be available to all passengers with mobile internet (WAP). Once you have checked in via SMS or the SAS Mobile Portal (www.sas.mobi), all that is needed is one click to confirm your flight details and a Mobile Boarding Pass with a 2D bar code will be displayed. The Mobile Boarding Pass contains your flight number, seat number, departure and arrival time.

The 2D bar code can be used when registering your luggage at the SAS Self Service Kiosks, as well as for security, Fast Track security and lounge access.

For the trial of mobile barcoded boarding passes (mBCBPs), SAS is partnering with UK-based Mobiqa. Mobiqa is IATA's Strategic Preferred Partner for mobile boarding solutions and supplier to a number of other Star Alliance members.