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A STAR ALLIANCE MEMBER 

**Press release**

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## SAS to launch mobile boarding passes using technology from Mobiqua

As of tomorrow, SAS Scandinavian Airlines customers will be able to travel using their mobile phone as their boarding pass. This initiative is in line with SAS' focus to offer its passengers the most convenient means of travel as possible. During a trial period (15 April - 1 July), passengers can experience the simplicity of Mobile Boarding Pass by travelling with Scandinavian Airlines at 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). Having checked in via SMS or the SAS Mobile Portal ([www.sas.mobi](http://www.sas.mobi)), all that is needed is one click to confirm flight details and a Mobile Boarding Pass with a 2D bar code will be displayed. The Mobile Boarding Pass contains the flight number, seat number, departure and arrival time.

The 2D barcode can be used when registering 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 Mobiqua. Mobiqua is IATA's Strategic Preferred Partner for mobile boarding solutions and supplier to a number of other Star Alliance members.

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