

BCBP Case Study

Air New Zealand: Transforming check-in with the mPass and ePass

February 2009

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Introduction

Mobile BCBP

- Mobile BCBP is the IATA standard for 2D bar code displayed on a mobile phone
- A 2D bar code on a mobile phone is also called an 'electronic boarding pass'
- Mobile BCBP can be delivered after any type of check-in, but mostly after web check-in (instead of printing a web BCBP) or mobile check-in (see illustration)
- A mobile BCBP can even be automatically pushed to the passenger's phone in case of automated re-booking

Symbologies for mobile phones



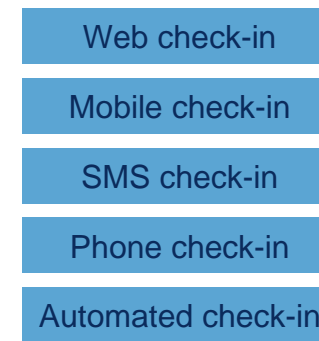
➤Aztec



➤Datamatrix



➤QR



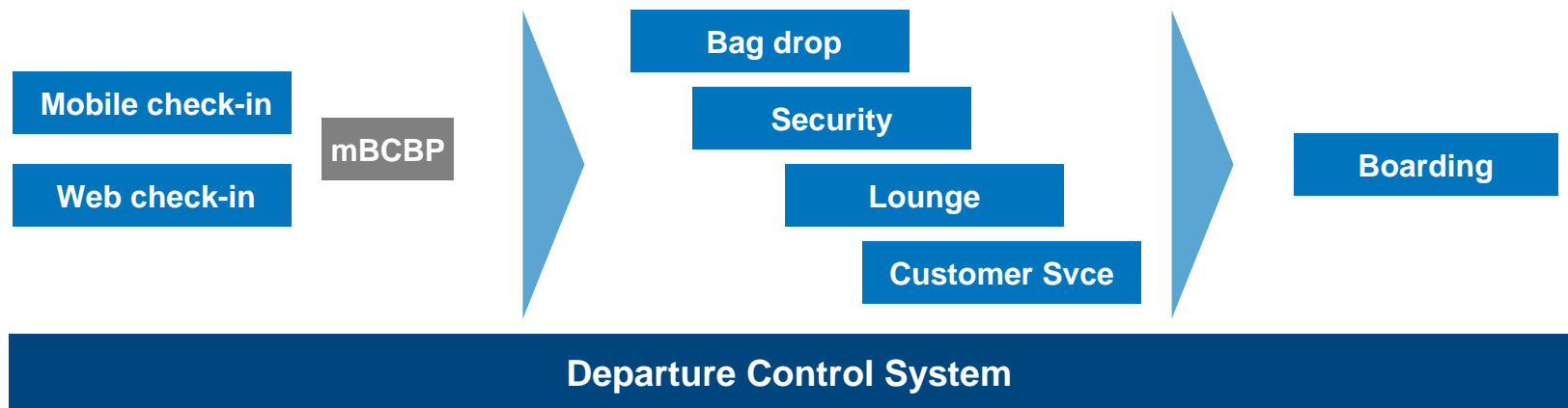
Check-in channels



Mobile BCBP

Paperless travel

- Mobile BCBP enables paperless travel, now that ET has replaced paper tickets.
- 2D scanners located at bag drop, security, lounge and customer service checkpoints are able to read the 2D bar code from the mobile phones



About Air New Zealand



- Air New Zealand (NZ) is an IATA member
- 48 destinations
- 11.7 million passengers per year
- Hub: Auckland International (AKL)
- New check-in products launched in October 2008



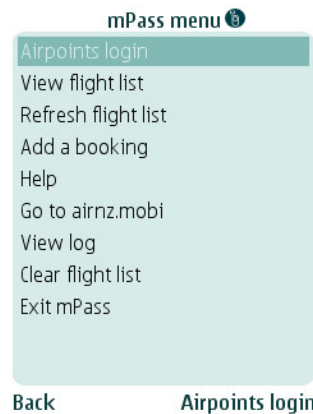
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NZ's mobile BCBP: mPass

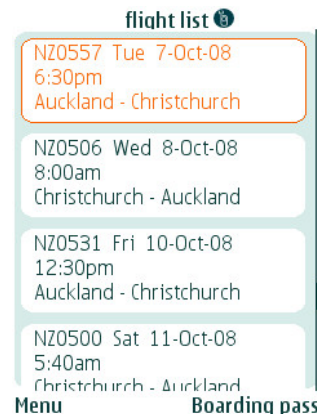
mPass

- In October 2008, NZ introduced a new check-in product: the mPass, a mobile application that can be used as a boarding pass
- mPass is a Java application downloaded to the phone; an iPhone version will be available shortly
- The application was selected because it gave the customer a more user friendly experience, as opposed to SMS/MMS messaging
- The application was developed in-house by Air NZ's IT team
- It is available to all passengers, not just for loyalty scheme members
- Passengers can download the application and then pull down a flight list (using PNR# or Airpoints ID). The application then generates a 2D bar code, compliant with the IATA standard

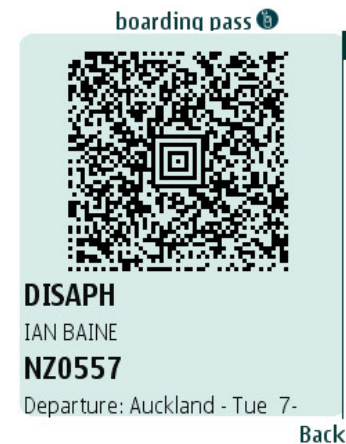
mPass screenshots



➤ Menu



➤ Flight list



➤ BCBP display

Using mPass

- The bar code can be scanned at a kiosk or at the gate
- Three months after the launch 3,000 customers had downloaded the mPass application to their phone
- Very positive customer feedback
- In 2009, NZ wants to release the iPhone application and expand the functionality within the mPass application



➤ 2D scanner

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NZ's next step: ePass

“The new RFID ePass has truly transformed the check-in and boarding experience”

Julia Raue, CIO, Air New Zealand

“Air NZ’s frequent flyers have a new status symbol”

New Zealand Herald, 20th November 2008

The RFID-enabled ePass

- Permanent reusable boarding pass
- Available at 26 airports in New Zealand
- Distributed to 100,000 loyalty scheme members
- Enables check-in, lounge access and boarding
- Consists of a tag attached to a mobile phone, similar to a small barcode sticker
- Contains a unique sequence number and tag identifier, which is recognised by the airline's system and matched with the passenger record



➤ Mobile phone with ePass

The ePass process

- The passenger scans the ePass at the check-in kiosk if they need to check bags or change seats
- If the passenger has no bag to check, they can proceed straight to the gate
- NZ's lounges also have ePass gate readers linked to an application to track access and produce business reporting
- At the gate, the passenger scans their ePass and receives a paper gatepass with confirmation of their seat number – this is for cabin crew to inspect

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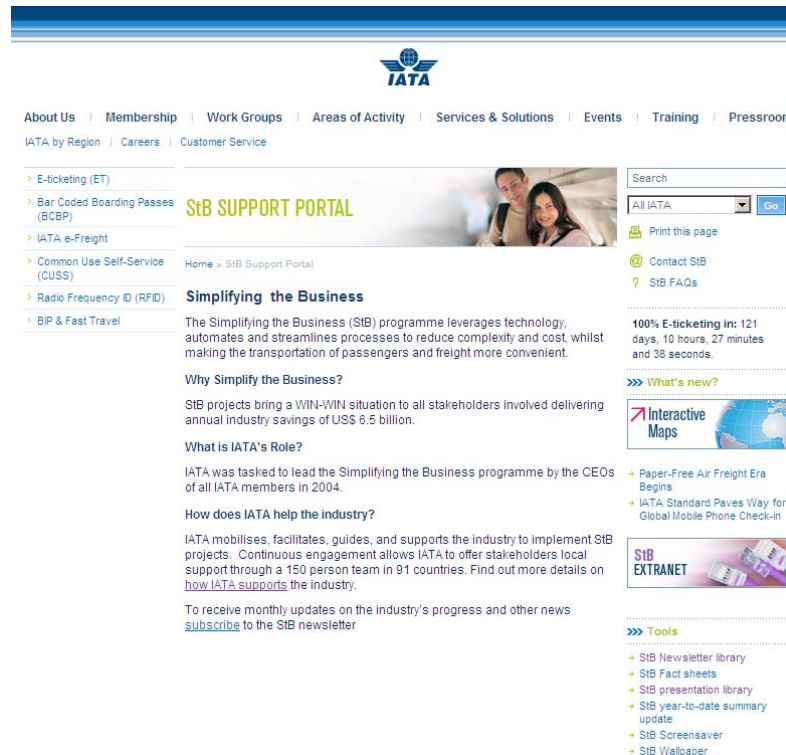
Conclusion

In summary

- The mPass, NZ's mobile BCBP, is part of an overall transformation of the check-in process
- The transformation enables passengers to travel without paper
- Paving the way for the adoption of Near Field Communication, NZ also introduced the ePass. An RFID tag is attached to frequent fliers phones and serves as a boarding pass.

For more information, go to the BCBP website:

➔ <http://www.iata.org/stbsupportportal/bcbp>



The screenshot shows the IATA SIB Support Portal website. At the top is the IATA logo. Below it is a navigation menu with links: About Us, Membership, Work Groups, Areas of Activity, Services & Solutions, Events, Training, and Pressroom. Underneath is a secondary menu: IATA by Region, Careers, and Customer Service. A search bar is located on the right side of the page. The main content area features a large banner with the text "SIB SUPPORT PORTAL" and a photo of a man and a woman. Below the banner is the heading "Simplifying the Business" and a paragraph explaining the SIB programme. To the right of the main content are several sections: "What's new?" with a link to "Interactive Maps", "Tools" with links to "SIB Newsletter library", "SIB Fact sheets", "SIB presentation library", "SIB year-to-date summary update", "SIB Screensaver", and "SIB Wallpaper".