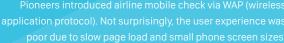
# The Evolution of Mobile in Travel

#### **1973** MOBILE PHONE PROTOTYPE

### **1983** FIRST COMMERCIAL MOBILE



After 10 years of development and a cost of \$100 million, on



#### **2007** IPHONE RELEASED



The iPhone introduced a new way of interacting with mobile phones - making touch screen interfaces the new norm, with





#### **2010** NATIVE SEARCH & BOOKING

Introduction of a native flight search and booking functionality experience on mobile phones, enabling passengers to easily complete flight booking on the move.





#### **2012 PASSBOOK LAUNCHED**

Apple Passbook / Apple Wallet with iOS 6 made storing and accessing mobile boarding passes easier than ever on your iPhone without having to rely on any internet connectivity.





Fingerprint recognition technology first introduced by Apple

#### **2014** MOBILE PASSPORT SCANNING







### **2015** FLIGHTRADER24 INTEGRATION

easyJet become the first airline in the world to integrate with FlightRadar24 providing passengers with real time location based tracking of aircrafts using several data sources.

#### **2015** APPLE WATCH LAUNCHED

The Watch is tethered to the iPhone but is capable of receiving messages, phone calls and push notifications - a whole new way of accessing boarding passes and flight updates is born.



## **2016** ANDROID INSTANT APPS

With Instant Apps, users can open your app simply by tapping on a link, even if they don't have the app installed.



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