

The Evolution of Mobile in Travel

1973 MOBILE PHONE PROTOTYPE

On 3rd April 1973 Martin Cooper, a Motorola executive, makes the first public mobile telephone call. It had just 30 minutes talk time and took over 10 hours to charge.



1999 AIRLINE MOBILE CHECK-IN

Pioneers introduced airline mobile check via WAP (wireless application protocol). Not surprisingly, the user experience was poor due to slow page load and small phone screen sizes.



2008 APP STORE OPEN TO THIRD PARTY

On 10th July 2008 iTunes updated meaning users could easily browse and install apps on the iPhone and iPod. We could finally move away from clunky web based apps.



2010 IPAD RELEASED

The iPad was the best selling tablet computer with 300K sold on day one. Seen as a couch surfing device by many 'destination / inspiration' apps, Lufthansa released their app quickly after.



2013 TOUCH ID

Fingerprint recognition technology first introduced by Apple on the iPhone 5S allowing users to unlock their devices and authorise purchases from the App Store. Later Apple Pay.



2014 ANDROID WEAR

Google beat Apple to market with dedicated software for wearables. Samsung, LG, HTC and Asus are the first companies to release watches and wearables for this brand new platform.



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.



1983 FIRST COMMERCIAL MOBILE

After 10 years of development and a cost of \$100 million, on 6th March 1983 Motorola released its first commercial mobile phone, the DynaTac, costing a total of \$3,995.



2007 IPHONE RELEASED

The iPhone introduced a new way of interacting with mobile phones - making touch screen interfaces the new norm, with the most attractive design of any mobile released to date.



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.



2014 MOBILE PASSPORT SCANNING

Passengers can take a photograph of their passport and have their details automatically populated, eliminating the need to enter Advanced Passenger Information (API) manually online.



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.



2016 ANDROID INSTANT APPS LAUNCHED

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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