

## Press Release

### Amadeus and SITA to bring real-time baggage tracking to passengers

- *Integration of SITA BagMessage with Amadeus Altéa Departure Control to create Altéa Baggage Tracking*
- *Sharing of data and collaboration at the airport will drive cost savings for airlines and improve customer satisfaction*

**Madrid, Spain, 6 September 2011:** Amadeus, a leading travel technology partner and transaction processor for the global travel and tourism industry, is working with SITA, the world's leading specialist in air transport communications and IT solutions, to empower Amadeus Altéa customers to offer real-time baggage tracking information and worldwide baggage reconciliation to passengers, whilst reducing the costs associated with mishandled baggage.

Altéa Baggage Tracking is based on the integration of SITA's leading baggage messaging technology with the passenger and baggage servicing capabilities of Amadeus Altéa Departure Control. SITA BagMessage is a unique service used by more than 500 airlines and close to 200 major airports and is the most comprehensive source of information on baggage movements globally. The result of the collaboration is a single, integrated environment which allows airlines to provide passengers with real-time status updates regarding the location of their baggage through multiple channels.

"The airport itself is one of the last frontiers in delivering the 'total trip experience'. If airlines are to overcome this challenge, it is important that they address the issue of mishandled baggage, which is a persistent problem for the industry and a very disruptive issue for passengers. In fact it's an area where technology can make a real difference, and Amadeus' and SITA's vision for the airport is to deliver solutions based on collaboration and data sharing between all relevant parties, including airlines, airports and ground handlers. Our work with SITA shows how sophisticated technology can

deliver real improvements to the passenger experience” said Julia Sattel, Vice President Airline IT, Amadeus.

Ilya Gutlin, Vice President SITA Airport Solutions, said: “The air transport community is working together to reduce the rate of mishandled luggage. This collaboration with Amadeus is an example of SITA’s Intelligent Airport vision and how SITA is helping to improve the experience for the passengers. SITA BagMessage is the most comprehensive global source for baggage information and in the future passengers will have real time updates on their luggage available to them when SITA’s technology is used.”

The first phase will cover 54 airports worldwide involving integration between the Customer Management module of Altéa DCS and airport baggage handling systems, so that baggage can be tracked from the point of check-in throughout the journey. The second phase will involve integration with the Flight Management module of Altéa DCS in order to communicate precise information on baggage for load and balance control.

Over time, Amadeus and SITA will work jointly with airport operators to connect more airport systems worldwide to SITA BagMessage in order to achieve a comprehensive baggage tracking capability across the air transport community.

Through the sharing of information at the airport, Altéa Baggage Tracking will enable airlines to not only improve the customer experience, but also to drive cost savings. According to [SITA's 7th Annual Baggage Report](#), despite a significant improvement in the mishandling rate over the last four years, 29.4 million bags were delayed on arrival in 2010 which translates into a cost of \$2.94 billion for airlines. IATA has outlined a \$1.2 billion savings target for 2012, to be achieved through the deployment of self-service baggage tagging and the development of baggage tracking solutions such as Altéa Baggage Tracking.

A recent study from Amadeus, [Navigating the Airport of Tomorrow](#), included a survey conducted by JD Power, which found that over 34% of passengers had experienced

baggage issues on their most recent flight. The survey also found that 37% of travellers said they would like to use their mobile to receive real-time baggage arrival updates.

- Ends -

### Notes to the editors

**Amadeus** is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry.

Customer groups include **travel providers** (e.g airlines, hotels, rail, ferries, etc.), **travel sellers** (travel agencies and websites), and **travel buyers** (corporations and individual travellers).

The group operates a **transaction-based business model** and processed 850 million billable travel transactions in 2010.

Amadeus has central sites in Madrid (corporate headquarters and marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 73 local Amadeus Commercial Organisations covering 195 countries.

Amadeus is listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and trades under the symbol “AMS.MC”. For the year ended 31 December 2010, the company reported revenues of EUR 2,683 million and EBITDA of EUR 1,015 million. The Amadeus group employs over 9,899 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please go to [www.amadeus.com](http://www.amadeus.com).

To visit the Amadeus Investor Relations centre please go to [www.investors.amadeus.com](http://www.investors.amadeus.com).

### Contact details

Amadeus  
Corporate Communication  
tel: +34 91 582 0160  
fax : +34 91 582 0188  
e-mail : [mediarelations@amadeus.com](mailto:mediarelations@amadeus.com)

### About SITA

SITA is the world's leading specialist in air transport communications and IT solutions. SITA delivers and manages business solutions for airline, airport, GDS, government and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry.

SITA's portfolio includes managed global communications, infrastructure and outsourcing services, as well as services for airline commercial management and passenger operations, flight operations, aircraft operations and air-to-ground communications, airport management and operations, baggage operations, transportation security and border management, cargo operations and more.



Specialists in air transport communications and IT solutions



Your technology partner

With a customer service team of over 2,000 staff around the world, SITA invests significantly in achieving best-in-class customer service, providing integrated local and global support for both its communications and IT application services.

SITA has two main subsidiaries: OnAir, which is the leading provider of in-flight connectivity, and CHAMP Cargosystems, the world's only IT company dedicated solely to air cargo. SITA also operates two joint ventures providing services to the air transport community: Aviareto for aircraft asset management and CertiPath for secure electronic identity management.

SITA is one of the world's most international companies. Its global reach is based on local presence, with services for over 500 air transport industry members and 3,200 customers in over 200 countries and territories. Set up in 1949 with 11 member airlines, SITA today employs people of more than 140 nationalities, speaking over 70 different languages. SITA had consolidated revenues of over US\$1.46 billion in 2010.

For further information go to [www.sita.aero](http://www.sita.aero)