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Travel Agents Newsletter



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Happy Holiday

In this special time, we would like to take the opportunity to extend both our New Year and the Eid greetings. Happy Holidays and best wishes to you and your employees for a prosperous New Year.

At the same time, Amadeus Iran appreciates your business during the past year and looks forward to serving you throughout next year.



Singapore Airlines commissions evaluation of Amadeus Customer Management Solutions



Singapore Airlines aims to be the first Asian carrier to use Amadeus Altéa Customer Management Solution

Amadeus has signed an agreement with Singapore Airlines to perform a detailed evaluation and develop a high-level plan for the implementation of Amadeus Altéa Customer Management Solution (CMS). If the evaluation is successful, the airline, one of the most reputable and profitable airlines in Asia, would become the first Asian carrier to switch its current legacy passenger service systems to Amadeus Altéa CMS.

“Singapore Airlines’ approach to IT modernisation should be regarded as a blueprint for other airlines that want to stay ahead of the competition,” said Hans Jorgensen, Amadeus Vice President, Strategic Partners and Programmes.

Worldwide, twenty eight airlines have adopted the Altéa CMS suite, including leading members of the Star and oneworld airline alliances. The reservation module of Amadeus Altéa CMS is used by 150 airlines as their in-house sales platform.

Amadeus e-Travel wins eight awards at the 2006 W3 Awards



Amadeus has received four silver awards in the travel category of this year's W³ Awards, the highest number of awards ever seen in this category, and four silver awards in the 'best of structure and navigation' category. Judges selected Finnair.com, Qantas.com, Icelandair.com and Air Canada.com as winners, demonstrating Amadeus' ability to work successfully with airlines to deliver creative excellence to online end users.

The W³ Awards seek to honour creative excellence on the Web and are judged by a panel of leading experts drawn from organisations such as Yahoo!, MTV and Wired. The awards are organised by the International Academy of the Visual Arts, a membership-based organisation dedicated to evolving the nature of traditional and interactive media.

On receiving the award, Tom Kallstrom, VP e-Business Development, Finnair, said: "Finnair's customers increasingly find the most enjoyable and comprehensive experience on Finnair.com, which now provides merchandising, booking, and servicing capabilities. I am delighted by this industry award, which also reflects the superb expertise and dedication of the Amadeus e-Travel Web Design Service teams."

Jerome Destors, Commercial Director, Amadeus e-Travel, commented: "These awards acknowledge the success of Amadeus' leading technology inspired by Web 2.0 and its creative application by airlines throughout the world. These awards also recognise that outsourcing not only the e-commerce engine, but also the full user experience to Amadeus is the best way forward to reduce costs and achieve the highest quality experience online."

Source: <http://www.traveldailynews.com>

Amadeus launches solution for online travel search to support airline partnerships

Amadeus has launched Amadeus Meta Pricer a solution which brings global air content to travel search engines (meta search engines) and helps airlines to cost-efficiently maximise their distribution.

Travel search engines collect together travel content from airline and online travel agency websites, allowing consumers to search many different sources of travel information with a single search query. To retrieve their information, travel search engines generally use a technique called "screen-scraping". This puts a heavy strain on airlines' websites and internal systems, both in terms of performance and cost – and does not always yield accurate results for the travel search engine.

"Amadeus Meta Pricer is the latest addition to our fast-growing portfolio of technology solutions," says Ian Wheeler, Vice President, Marketing, Amadeus "and is part of our strategy to develop technology to enable success in the travel and tourism industry. By following this strategy, Amadeus aims to become the industry's leading provider of technology services by 2010."



The high-tech traveller: travel in the digital age

A chance to request your FREE copy of this interesting collection of articles published in collaboration with the Financial Times!

“The impact of technology on the travel industry is as impressive at it is undoubted. From someone in their home searching the internet for a holiday, through company travel managers deploying corporate selfbooking tools to a major global airline alliance implementing a multimillion dollar passenger service system across its global operations, technology has played - and continues to play - a vital role...”

The above extract is taken from a new collection of travel technology articles

originally published by the Financial Times in association with Amadeus entitled: The high-tech traveller: travel in the digital age. The articles examine a wide range of highly relevant issues for travellers, including:

- How the internet is transforming travel
- The low-cost carrier revolution
- On-board technology
- Debating yield management

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