

HELP AT HAND FOR MISHANDLED BAGS AS WORLDTRACER GOES MOBILE

GENEVA – 7 June, 2011 – In a move to reduce the delays of mishandled baggage, air transport IT provider SITA has enabled its [WorldTracer](#) baggage tracing service to be used by agents on mobile devices at airports. This allows airline staff to proactively assist passengers, filing claims in arrival halls, at baggage carousels and in customs areas, which starts the process of reuniting passengers with their bags as soon as possible.

This new service, SITA [WorldTracerWeb](#) Mobile, also gives baggage agents the option to query, in real-time, a timetable that provides all the direct flights and logical connections to any destination worldwide. With this comprehensive information they can select the best, and most efficient, routing to reconcile a mishandled bag with its owner.

Analysis conducted by SITA indicates that one in eight bags that need to be re-united with a passenger must be sent on a connecting flight as no suitable direct flights are available. To best manage this challenge SITA has partnered with Innovata, who provide the most up-to-date schedule information to the [WorldTracer](#) system, making the task of re-uniting bags much easier.

Ilya Gutlin, SITA Vice President, Airport Solutions, said: "Any mishandled bag is unwelcome; passengers, airlines and airports have the same goal to get the right bag, in the right place at the right time. When problems do arise, baggage needs to be reunited with the passenger as quickly as possible. Currently, this happens on average in less than 36 hours, but any improvements are welcome. With SITA [WorldTracerWeb](#) Mobile, and the new real-time connection data from Innovata, agents can file claims from any location and process and reroute delayed and found bags quicker."

SITA has successfully completed a number of pilots of the new service in airports across Europe including at Prague Airport which handles more than 11 million passengers annually. Martin Sýkora, ICT Operations Manager, Prague Airport, said: "SITA's new [WorldTracerWeb](#) Mobile service extends the capabilities of [WorldTracer](#) throughout the Airport. During the pilot our agents in Prague were able to offer prompt service to passengers allowing them to quickly file a baggage claim. The flexibility of the service means that staff can be allocated when, and where, they are needed to tackle any mishandled luggage and to reduce the time it takes to re-unite passengers with their bags."

Though there is a downward trend over the last four years in the rate of mishandled baggage thanks to improved technology and greater vigilance on the part of airports and airlines, there was a slight rise in 2010 due to the major disruptions experienced as a result of the Icelandic ash cloud and severe weather. During major disruptions, SITA [WorldTracerWeb](#) Mobile will allow airline staff to move out from behind counters and assist passengers at baggage carousels and file baggage claims or quickly forward bags. This eliminates the need to bring any mishandled luggage to a central sorting area, greatly reducing the level of handling and speeding up the re-uniting of bags with their owners.

Developed by SITA and co-sponsored by IATA, [WorldTracer](#) is a fully automated service for lost and mishandled baggage, based on a single, shared database. More than 450 airlines and ground handling agents use [WorldTracer](#) at 2,200 airports around the world for baggage tracing, to expedite and streamline the claims process and to locate and re-unite mishandled baggage with the passenger as quickly and efficiently as possible.

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Notes to Editors:

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.

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 550 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\$1.49 billion (€1.07 billion) in 2009.

For further information go to www.sita.aero

About Innovata

Innovata is a global leader in travel content management and distribution solutions and as a partner of IATA, maintains and distributes to the aviation industry a schedules database with approximately 900 participating airlines. Innovata also delivers a wide range of electronic web based timetable services and route network mapping services to over 120 customers worldwide and is the market leader in the provision of these services to airlines and airports. Innovata also licenses its data either directly or via third party online subscription services to over 400 customers worldwide.

Headquartered in Atlanta, USA, Innovata has regional offices in UK and Singapore.

Further information on Innovata can be found at: www.innovata-LLC.com

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