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SAS first with Bluetooth application for passengers

SAS is the first airline to develop the possibility for passengers to receive flight information direct to their mobile telephones using Bluetooth technology.

Through the application of Bluetooth technology, SAS has developed a system solution to be able to send flight information to mobile telephones. The development has been carried out in cooperation with Ericsson.

With this new technology, SAS can provide current flight information in a new way. The passengers will be able to receive important flight information in a simple manner. "This will involve individual and personal information to each passenger since the information is linked to the traveler's booking," says Jan Olson, Vice President, Product and Service Development at SAS.

At the airport, the passenger will receive continuous updating of the flight's status. Departure times, gate information and delays are displayed automatically on the mobile telephone. "Through applying this modern technology, we can offer our passengers an easier and smoother trip," says Jan Olson.

SAS will start a pilot study in Terminal 5, International, at the Arlanda Airport. Ten selected frequent travelers will each be equipped with a Bluetooth phone from Ericsson. The study will be carried out for one month and the results will then be evaluated.

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