

C Current Communications



CASE STUDY: M107
CLIENT: Aeritas

CHALLENGE: A startup just emerging from stealth mode, Aeritas was unknown and had limited budgets. The company had developed first-of-its-kind wireless multimodal technology combining voice and data to enable secure mobile transactions in the travel, retail and entertainment industries. However, the company had no collateral or clear market strategy.

STRATEGY: After carefully developing a positioning that capitalized on signed deals with Sabre and Luftansa, we produced marketing and news materials for the launch of Aeritas' first m-commerce application – FreedomPass, a secure wireless check-in and boarding service for airlines. Featuring the applications' advanced multimodal capabilities, we launched an aggressive outreach program with key publications and industry analysts.

RESULTS: Headline news coverage (print and broadcast) generating millions of impressions for technology leadership, consumer appeal and business potential. *The Wall Street Journal, Newsweek, Reuters, New York Times, USA Today, Financial Times, Dallas Morning News, KRLD, WFAA Ch. 8, KTVT Ch. 11, Information Week, Computerworld, M-Business, Mobile Computing & Communications, RCR Wireless, Wireless Week, Telecom Business, Unstrung Stinger* etc. Feature coverage in numerous industry analyst reports

IMPACT:

- \$15M in funding
- High-profile customer wins
- Acquired by G-Tech

The New York Times

**New Cell Phone Trick:
It's a Boarding Pass**

InformationWeek
BUSINESS INNOVATION POWERED BY TECHNOLOGY
WAP Apps Make Their Way To Biz-Critical Services
Most carriers, device makers support protocol, but...

...then building new digital... Home Loans Inc. "If we... two months, it's a good

THE WALL STREET JOURNAL

...Impulsivity Inc. (AERITAS) of Dallas is developing a travel service that will let users check in for a flight without waiting in line. You sign up for it on your PC and give your cell phone number. About an hour or two before your flight he...

USA TODAY

Airports scurry to fulfill wireless travelers

New services easier to use handheld con



COMPUTERWORLD

Airports invest in security-related technology

By Jennifer DiSabatino

Feb. 7, 2002 -- Trials of security-related technologies are beginning to boom at airports worldwide. Three airports and an airline have recently announced trials of

The Dallas Morning News
TECHNOLOGY BRIEFS
TRAVEL INDUSTRY
Aeritas agrees to European deal

Aeritas Inc. said Thursday that Siemens Business Services has agreed to agree to

REUTERS

Away on Business with the wave of a phone

BY MICHAEL CONLON

DOW JONES NEWSWIRES

WAP YOUR WAY ON BOARD
That is what Lufthansa will be trying out on its frequent flyer program later this year with new technology...

Wireless
The Mobile Authority
WEEK

Resuming Mobility Airlines Cautiously Reinstate Wireless Check-in

Brad Smith

Mobile Computing

**News & Views:
Now Boarding: All Phones**

Air travelers who don't check their baggage and find it a major hassle to boarding pass... Right ck in is an option is only



Newsweek
NEWSWEEK JAPAN ONLINE

NEW PRODUCTS

...構成体制の登場でもスイスイ

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