



# Going Mobile

World Travel Market 2007

B2B development services for the Mobile Internet

Handy Group  
Michael Lacy CEO  
November 2007

- Mobile Internet is now a reality
- The first pioneering travel companies are gaining real advantage from being the first movers in this new, fast-growing channel
- What are they doing on mobile?
- How complex is it to be there?
- What are the rewards?
- Should your organisation be going mobile

## Mobile Internet is now a reality

True, but still a long way to go...

- Common standard
- Connectivity
- Usability



- Massive Investment in Internet services strategy

- Google - Android
- Nokia – Navteq \$8.1B - Symbian
- Apple - iPhone
- Microsoft – windows for mobile
- Yahoo - Vodafone
- Networks



The first pioneering travel companies are gaining real advantage from being the first movers in this new, fast-growing channel.....



What are they doing on mobile?





# Car Rental - Hertz

Country  
HONG KONG

Pick Up Date (ddmmyy)  
080907

Pick Up Time (hhmm)  
0900

Drop Off Date (ddmmyy)  
090907

Drop Off Time (hhmm)  
1400

Next

- 8. [Terms & Conditions](#)
- 9. [Home](#)

## Please select Locations

Pick Up Location  
HONG KONG CENTRAL D'TOWN ▾

Drop Off Location  
HONG KONG CENTRAL D'TOWN ▾

Vehicle Class  
Fullsize ▾

Next

- 8. [Terms & Conditions](#)
- 9. [Home](#)

70 countries

Results page based on vehicles available at location requested

User selects time and dates required

Amount inclusive of all taxes

Shows number of results on a given request

Locations chosen within country and within city

Booking form instigates a secure session to process payment details

## 1/5 FIAT PANDA OR SIMILAR



Transmission: **Manual**  
Passenger Qty: **4**  
Baggage Qty: **3**  
Total Amount: **200.39 EUR**  
[Book now](#)

## 2/5 TOYOTA YARIS OR SIMILAR



Transmission: **Manual**  
Passenger Qty: **5**  
Baggage Qty: **3**  
Total Amount: **211.61 EUR**



## How complex is it to be there?

- Handsets
- Networks
- Access
- Connectivity
- Operating systems
- Browsers
- Payment systems/process
- Keeping up to date



## What are the rewards?

- Three times the penetration of fixed line
- Anytime, anywhere, anyplace
- Global distribution
- Targeted



Analyst prediction : €20B/yr wagered on mobile internet in EU by 2010

Should your organisation be going mobile ?



**Search Flight**  
Origin Area  
Please select [v]  
Departure Date (ddmmyyyy)  
12112007  
Destination Area  
Please select [v]  
Return In (Days)  
[ ]  
No. of Adults  
1 [v]  
No. of Children  
0 [v]  
No. of Infants  
0 [v]  
Credit Card  
Visa Credit [v]  
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2. [UK Airport Parking](#)  
3. [Low Cost Airlines](#)  
4. [My Details](#)

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Reservation

**BRITISH AIRWAYS**  
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Origin Area  
London [v]  
Departure Date (ddmmyyyy)  
22102007  
Destination Area  
Please select [v]  
Return In (Days)  
[ ]  
No. of Adults  
1 [v]  
No. of Children  
0 [v]  
No. of Infants  
0 [v]  
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