



# 1. FlightCHECK

FlightCHECK is an on-demand SMS/TXT based service that provides flight departure, arrival and flight status information, 24/7 via mobile phone.

To use the service, people simply TXT their flight name e.g. NZ500 to a shortcode 8808 and receive instant, real time information regarding the flight departure and arrival, including delay or cancellation details.

FlightCHECK allows customers to check their flight times at any time during the day, from their mobile phone and allows advertisers to target those air travel passengers.

## What is it :

1. On demand flight information for anyone anywhere around the world
2. Targeted advertising medium to flight travellers

## Who would use it :

1. **Flight Info** : People interacting with air travel who want up to date flight status information
  - Passengers
  - Passenger family and friends
  - Airport passenger centric businesses ( taxi's)
2. **Advertising** : Organisations wanting to target those interacting with Air Travellers including:
  - Targeted advertising companies
  - Travel agencies ( wanting to offer customers services)
  - Airports
  - Taxi Company's
  - Accommodation Venue's
  - Local authorities : What there is to do in a city

## Viability – the money :

1. Sell an advertising spot held within every Flight Status TXT sent
2. Sell customised flight status solutions to companies to manage their own marketing messages to customers
3. Through a premium rate, user pays non ad supported TXT system.
4. White label system able to be customised and on-sold to travel agencies or travel related businesses.
5. Advertising on the [www.flightcheck.co.nz](http://www.flightcheck.co.nz) web site.

## The message delivered

The key mechanism for information is delivery of a message via TXT message. This is due to the huge availability and take up of TXT'ing throughout the world, compared to WAP or mobile internet usage.

By a user simply sending their flight number e.g. NZ500, they would in turn receive back a message as follows :

<b>Information 100 Characters</b>	<p><b>Flight UA96 – DEPART New York 0900 – ARRIVE Seattle 1300 – STATUS Ontime ** Hyatt Auckland rooms from \$99 ph:095226982</b></p>	<b>Advertising up to 60 characters</b>
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