Article published on June 11th 2012 | Software

Mobile phones and internet have created a new paradigm in services and interactions of the Aviation industry. The mobile technologies reach out to the aviation industry by providing future opportunities and smart mobility strategies that will distinguish the services offered by the traditional airline industry with no mobility enhancements.

The two features that are enabled by the mobile trends are:

1. Location based services.

2. Social media.

The location based services provides customized mobile data available to the users. This data is of utmost importance as this niche is a customer dependant industry and on-location information is of high priority for an enhanced customer experience. Innovation is operation and service in airlines is where the company can stand out and create a stable customer base. The traditional airline business models are evolving with the adaption of mobile technology fields in the areas of baggage receipts, mobile based boarding and many other innovative services that improve customer interoperability and satisfaction.

Cashless and paperless transactions too have crawled in as a mainstream technology in the airlines. NFC or Near Field Communications has already been adapted to serve for boarding passes at short ranges. The 2D bar code technology used by Air France was a success as it enabled the passengers to act quickly on the security lines with reduced time in customers boarding process. This step uses secure data in transmission ensuring no compromise on the data. The bar code reader has changed the check-in to mobile check-in for a better customer experience.

Websites are the virtual gateways for the clients to a business. This virtual gateway should be made available on the mobile devices as well. The example of Emirates Airlines is very feasible in this aspect. Their website was optimized to be made visible for a lot of devices. The features of booking a flight and checking fares along with other significant functions goes beyond the desktop or laptops. The wireless devices with the hosts making their websites optimized for small screens get more business as it is customer convenient.

The next generation mobile technologies in Aviation have a lot of opportunities waiting for the Aviation industry specialists and the frequent travelers. Some of the prominent applications and services from the next generation mobility are:

1. Travel related alerts: Key aspects are those which enable time reduction in the transaction and boarding process. A perfect travel assistant is what the next gen mobility is offering.

2. Mobile marketing: Marketing agencies look up to mobile phones for promoting the products or services. The mobile phones have become the new marketing media as people specially the travelers are always glued to their Smartphones for connectivity. Airlines can inform competitive discounts to targeted customers.

3. Mobile payment: Mobile devices are now the new wallets people use. It is a safe option for the Aviation professionals to enable payment via cell phones for convenience and great client retaining.

4. Augment reality: This technology is Location based and context based. Thus it is appropriate data enriches the passenger knowledge and awareness in the foreign land or during travel.

Article Source:
http://www.articleside.com/software-articles/aviation-industry-and-mobility.htm - Article Side

Anand Kumar - About Author:
Since 2002, Endeavour - The Mobility Company, has remained focused on strategic mobile consulting & a Mobile application development, a Android Development, Endeavour's strategic consulting practice brings best mobility practices and has helped large organizations and fortune 500 companies with articulating their enterprise mobility strategies and implementation roadmaps. Endeavour's expertise spans across all mobile operating platforms including the big 4 â€“ Android application development, iPhone Application development, BlackBerry application development, and Windows Phone development.

Article Keywords:
Mobile Application Development,iPhone Application Development,Android Application Development.

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!