

# 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

list and The

**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**  
NEWSPAPER JAPAN ONLINE

**NEW PRODUCTS**

構成体制の奇跡でもスイスイ

本誌が「WAP」を特集して、その普及の現状を調査し、業界関係者にインタビューを行い、その現状をレポートする。また、WAPの普及を促進するための取り組みについても紹介する。

【編集】「WAP」の普及を促進するための取り組みについて