

Emirates Launches Mobile Version Of Its Website



Released on: May 20, 2009, 4:19 am
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Industry: [Travel](#)

Emirates, the Dubai-based international airline, has taken the next step in online innovation by launching Mobile Emirates.com, a convenient, new facility for customers accessing the Emirates website from their mobile devices.

Travellers who access Emirates.com from a mobile browser (on their phone or PDA) will be automatically redirected to the mobile version of the airline's website. The facility is compatible with more than 3000 devices and allows customers to interact with Emirates from almost anywhere in the world.

Mobile subscriptions account for one of the fastest growing areas of internet usage with the increase of mobile phones, PDAs, smart phones, Blackberrys and iPhones. According to recent research from Informa Nielsen mobile, there are four billion mobile phone subscriptions globally, emphasising the importance for airlines to offer online facilities for travellers on the move.

"Mobile Emirates.com represents a step ahead in innovation and convenience for Emirates customers. This facility provides our customers with the flexibility to manage aspects of their journey from the palm of their hand," said Keith Longstaff, Emirates Divisional Senior Vice President of



Commercial

Operations

Worldwide.

The mobile site integrates many of the most popular features and functionality present on Emirates.com, all formatted for mobile use. Visitors to the site may utilise a [mobile check in](#) service up to 24hrs before departure, select a favourite seat or request a special meal and search for the latest Emirates special fares to over 100 destinations worldwide. Eligible passengers can also book a chauffeur and check real time status as well as view global timetables.

Those using [Emirates mobile](#) services can also learn about Emirates' past and present, cabin features, lounges and latest news. It is even possible to view the products and services available onboard any specific Emirates flight using the innovative services by flight tool. Members of Emirates' award-winning frequent flyer programme, Skywards, can log-in to their accounts to view their Miles balance and itineraries.

Contact details for Emirates offices worldwide are easily accessible. In the near future, Mobile Emirates.com will become available in a variety of languages and offer customers the ability to book flights on their mobile device together with managing more aspects of their booking.

About

Emirates:

Emirates, the Dubai-based international airline, is one of the world's most successful and rapidly-expanding airlines. With a focus on high quality service and industry-leading products, Emirates has received more than 400 international awards and accolades for excellence since its inception in 1985. Emirates is currently the only airline to operate non-stop flights to six continents from one hub.

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