

# Aer Lingus Announces New App And Mobile Website



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Aer Lingus has revealed its new app and mobile website allowing customers to plan and review their flight details, check in, receive travel alerts, check real-time flight information and make a booking whilst staying mobile.

Customers can access these features with their web enabled phone by accessing the mobile site or downloading the check in [iPhone app](#) or [Android check in app](#). The app is also available to Blackberry and Nokia phone users. "This is phase one of a number of phases to be introduced as mobile technology advances," said Stuart Lattimore, eCommerce Manager. "It is a direct response to the needs and demands of our customers and puts control into their hands to make changes and purchase flights with the ease and flexibility of their phone."

When customers check-in with the app or mobile site, a 2D barcode displays on their mobile phone which can be scanned at security points and at the boarding gate. Customers can check-in, select their preferred seat, add their frequent flyer number and see if their flight is on time. "The result is customers can receive their boarding pass whilst en route to the airport, creating a more seamless and convenient travel experience," said Stuart.

Customers travelling with baggage can also check-in and then proceed to bag tag and drop desk, in the very same way as checking-in on [aerlingus.com](#). If a customer experiences any problems, they can simply collect a reprint of their boarding card from a check-in desk. Delays or cancellation alerts are highlighted automatically in the app.

"This is especially useful in the event of a disruption and means customers can be informed and advised of any changes before they decide to travel," added Stuart.

Mobile and app check-in is currently only available on routes between Dublin and London Heathrow, Gatwick, Manchester and Birmingham but is due to be fully rolled out network-wide over the next couple of months. "We are working to have certification in place with all our airports throughout Europe and the US. Our systems and barcodes need to be compliant with each airport before we add these routes to the app," Stuart concluded.

Customer reaction has been positive with over 27,000 downloads of the new app so far.

**About Aer Lingus:**

Aer Lingus was founded by the Irish Government in April 1936 to provide air services to/from Ireland. The first flight, from Dublin to Bristol, took place on May 27th 1936. On October 2nd 2006, Aer Lingus entered a new phase in its history with the airline's floatation on the Irish and London Stock Exchanges, becoming a publicly quoted company and realising €400 million in equity for the airline's future growth.

Aer Lingus offers a number of UK Flight deals and Ireland travel deals including [cheap flights](#) from Dublin and [travel gift vouchers](#).

Aer Lingus' low-cost, low fares model is centred on maintaining low unit cost, offering one way fares, maintaining effective fleet utilisation and developing the Aer Lingus brand. Consistent with this low-cost model, Aer Lingus' primary distribution channel is its website [aerlingus.com](http://aerlingus.com). In 2007, approximately 75% of total passenger revenue was generated through [aerlingus.com](http://aerlingus.com).

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