

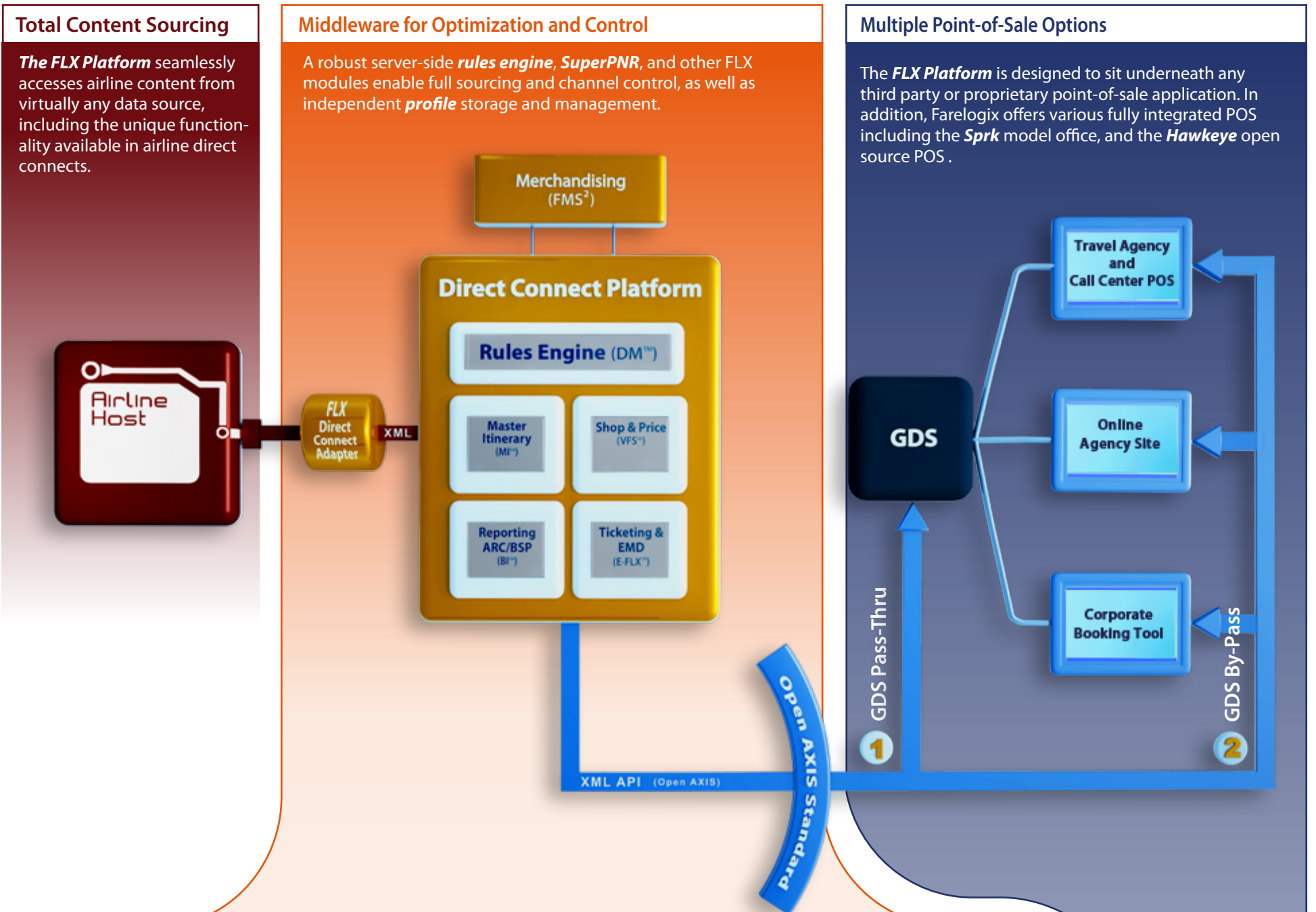
FLX™ Platform

Airline Direct Connect Platform

The **Farelogix FLX Platform** is a revolutionary low-cost technology solution that provides total content acquisition and distribution for Travel Suppliers and Travel Sellers.

The **system** is comprised of a series of proven software components that collectively allow for optimized travel sourcing, merchandising, distribution and channel management for all sides of the travel supply chain.

The **FLX Platform** accesses content from a host source, applies its rules and outputs data via a standardized XML API. This versatile, robust and customizable XML API is in accordance with all standards from the Open AXIS Group.



Farelogix for Airline Suppliers

Farelogix offers airline suppliers low-cost, high-value distribution and merchandising technology that results in immediate cost savings, typically in the range of 75-80% reduction in distribution expense.

Directed Distribution ('Direct Connects')

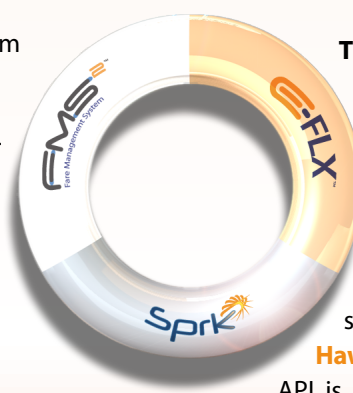
Directed Distribution allows users to make and manage direct connect bookings and reservations out of the Supplier Reservation System without any third-party intervention, using whatever type of messaging protocol is required or preferred by the supplier (e.g. EDIFACT, OTA, XML, GDS, or Proprietary). All content is then standardized and normalized for use in the FLX Platform.

Farelogix Direct Connects support all traditional agent selling functions, and also are typically customized to offer value-added features requested by individual suppliers and their customers. This provides unprecedented levels of channel control as well as new opportunities for custom content delivery.

Comprehensive Airline Merchandising

Farelogix solutions address the three fundamental components of optional services management: Defining the offer, Displaying the offer for shop/purchase, and Ticketing/Reconciling.

Define the offer. The **FMS²** merchandising system includes the capability to define and price optional services as well as manage up-selling and discounting of airline fares. Dynamic rules allow for unlimited content control, including by corporate ID or frequent traveler number. **FMS²** is also fully compliant with ATPCo Optional Services, which can also be integrated into the fare management process.



Ticket and reconcile. The Farelogix **E-FLX** solution provides complete stock management and storage for Electronic Miscellaneous Documents (EMDs), including ARC and BSP reporting when available.

Display and purchase the offer. The capability to display, purchase and manage optional services is fully supported in Farelogix point-of-sale solutions, including the **SPRK** platform and the **Hawkeye** open source environment. A web services API is provided for integration of optional services with airline.com or other proprietary POS solutions.

Solutions for Agency Integration

Farelogix provides suppliers with a variety of solutions to expedite adoption of Directed Distribution and Merchandising solutions to their travel agency, corporate and third party customers. These include **SPRK** (travel-selling platform), **Hawkeye** (open source point of sale software for free developer download), and the **FLX Application Programming Interface** (web services API for integration of proprietary POS or websites). In addition, Farelogix provides 24/7 support worldwide to ensure that any problems or questions are promptly addressed.

Flight Class	Orig/Dest	Date	Depart	Arrive	Status	Cnx	Stops	Duration	Fare	Source
519	MIA - DFW	10MAY	09:10	11:20	HK	0	03:10	757	1	
1828	DFW - MIA	15MAY	20:00	23:40	HK	0	02:40	757	1	

Description	Status	Price	EMD Reference	Coupon
1st Bag checked	confirmed	USD 15.00		
2nd Bag checked	confirmed	USD 25.00		
In-Flight Internet Access	confirmed	USD 29.99		
Premium Seat - 10D	confirmed	USD 20.00		

Farelogix for Travel Sellers

Travel sellers and their corporate clients use Farelogix technology to simultaneously achieve content independence, increase agent productivity, improve their customer value proposition, and strengthen supplier relationships. In addition, implementation of the FLX Platform in a multi-source TMC environment provides a significant opportunity to lower total cost per transaction.

Multi-Source Platform and Content Access

The FLX™ Platform provides travel content sourcing management, normalization, and transactional business rules integration. The Farelogix Platform can seamlessly access content from virtually any travel data source -- including supplier Direct Connects and corresponding unique functionality. Customers have full control over what sources are accessed, which rules are applied and how travel data is presented at the agent point-of-sale.

Reservations booked through FLX are stored within the respective source system, as well as within the FLX Master Itinerary PNR database. The data is subsequently fed to back-office systems using the Farelogix back-office interface (MIR-FLX).

Type	Title	First Name	MI	Last Name	Date of Birth	Remark
ADT		Michael	J	Zundieck		

Type	Last Name	First Name	Title	Remark	Mode
AA	Zundieck	Michael			Auto Added

757 (Boeing 757) - Economy Class

LEGEND: Available (blue), Occupied (grey), Selected (red), Exit (red arrow)

Traveler	Seat	Info	Premium Seat
GIGOWSKI/JEREMY MR	9D	Aisle seat on Exit row, Bulkhead	USD 20.00
REIZ/TIM MR	9C	Aisle seat on Exit row, Bulkhead	free of charge
ZUNDIECK/MICHAEL	10A	Window seat on Exit row	USD 20.00

Choice Independence Frictionless

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For more Information
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