

## **Passenger Connectivity**

The technology is an internet based social networking website that enables airline travelers to coordinate travel plans and sit beside each other on an airline based on the web site matching the individual's interests. In addition, it has a design for an airline seat that allows people to face each other. Social networking is part of a new dotcom style business trend called Web 2.0, and is an extremely hot investment area.

### **Salient Feature:**

- The website supports social networking in the air travel reservation space.
- Social Networking is a new concept that is part of a business model called Web 2.0

### **Major Application:**

- This site would be coupled with a reservation site through an airline, and users would post information about themselves.
- The information may include business interests, or simply that the person does not want to be disturbed and is seeking others who don't like to talk.

### **Major End Users**

Business travelers, Social Networking