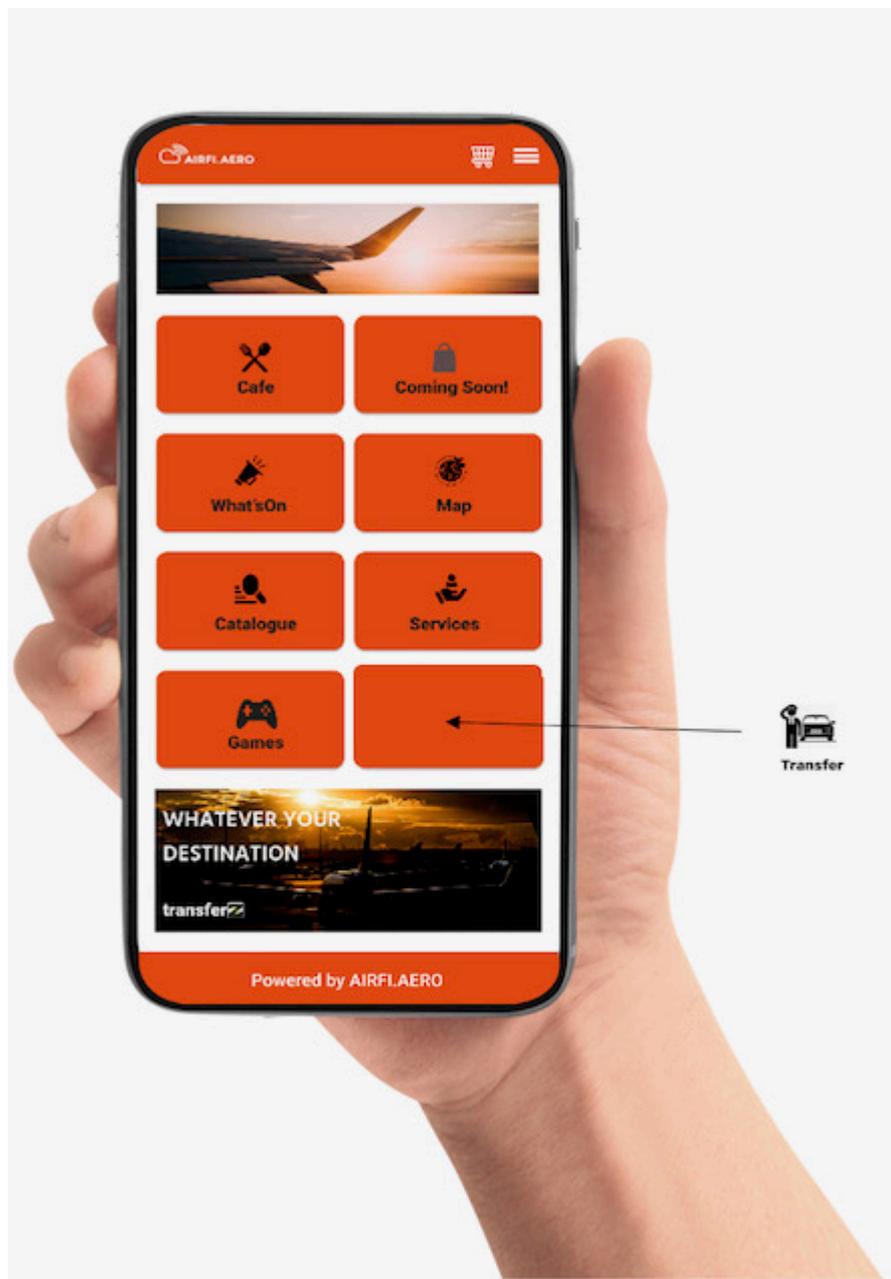


AirFi and Transferz will offer taxi booking service



Transferz guarantees a ride can be arranged at any airport in as little as 20 minutes

[AirFi](#) has partnered with [Transferz](#), a global ground transport marketplace, to develop an API and software developer kit that integrates the Transferz taxi booking engine into AirFi airline customers' wireless IFE platforms.

Passengers using the service can use their mobile devices to reserve airport transfers to their final destination during the flight. AirFi and Transferz are also developing new ancillary revenue opportunities for airlines.

"We see the wireless IFE portal as a gateway to broader e-commerce success and enhanced ancillary revenue for our airline partners. This partnership is a great example of how we help airlines improve

their bottom lines,” said AirFi CEO Job Heimerikx, in today’s announcement. “We have been in talks with Transferz for quite some time and are impressed with their business model, high standard of ground transport partners, suite of integration tools, and global reach and client base that includes airlines, airports and OTAs.”

The Transferz application can be easily added to the IFE portal of existing AirFi customers and will be a pre-integrated option for new customers. Passengers connected to the wireless onboard network can access the engine with one click, enter their destination hotel (or residence, office, etc.), the number of people in their party, the amount of luggage they have, or any other special need to view suitable rides and prices. Payment can be completed in both online and offline cabin scenarios, and passengers can also add a note for the driver. Upon arrival, the Transferz systems will communicate with the passenger through every relevant moment during the journey.

“The market for ground transportation to and from the airport is immense, and in the case of low-cost carriers, the combined price of ground transfers is often higher than the fare itself. Airlines should be looking at every opportunity to tap into this part of the journey for revenue opportunities and better customer care,” said Johan van Vulpen, CEO at Transferz. “We have six years of experience working with only the most reputable and well-established ground transfer companies at over 1,500 airports globally. Each of our transfer partners must comply with our strict service level agreements, with tough criteria for driver checks, cleaning standards, fleet sustainability, safety, and more. This makes it possible for us to give the passenger true peace of mind, which is especially important when they arrive at a new destination for the first time.”

Transferz guarantees that a ride can be arranged at any airport within their network through the application in as little as 20 minutes, which is about the time a passenger without luggage would need to get from the aircraft to the landside arrivals area in a small airport. Transferz offers multilingual support around the clock, seven days per week.