

“Intermediary Opportunities In Ancillary Revenue.”

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Managing Partner - T2Impact Ltd

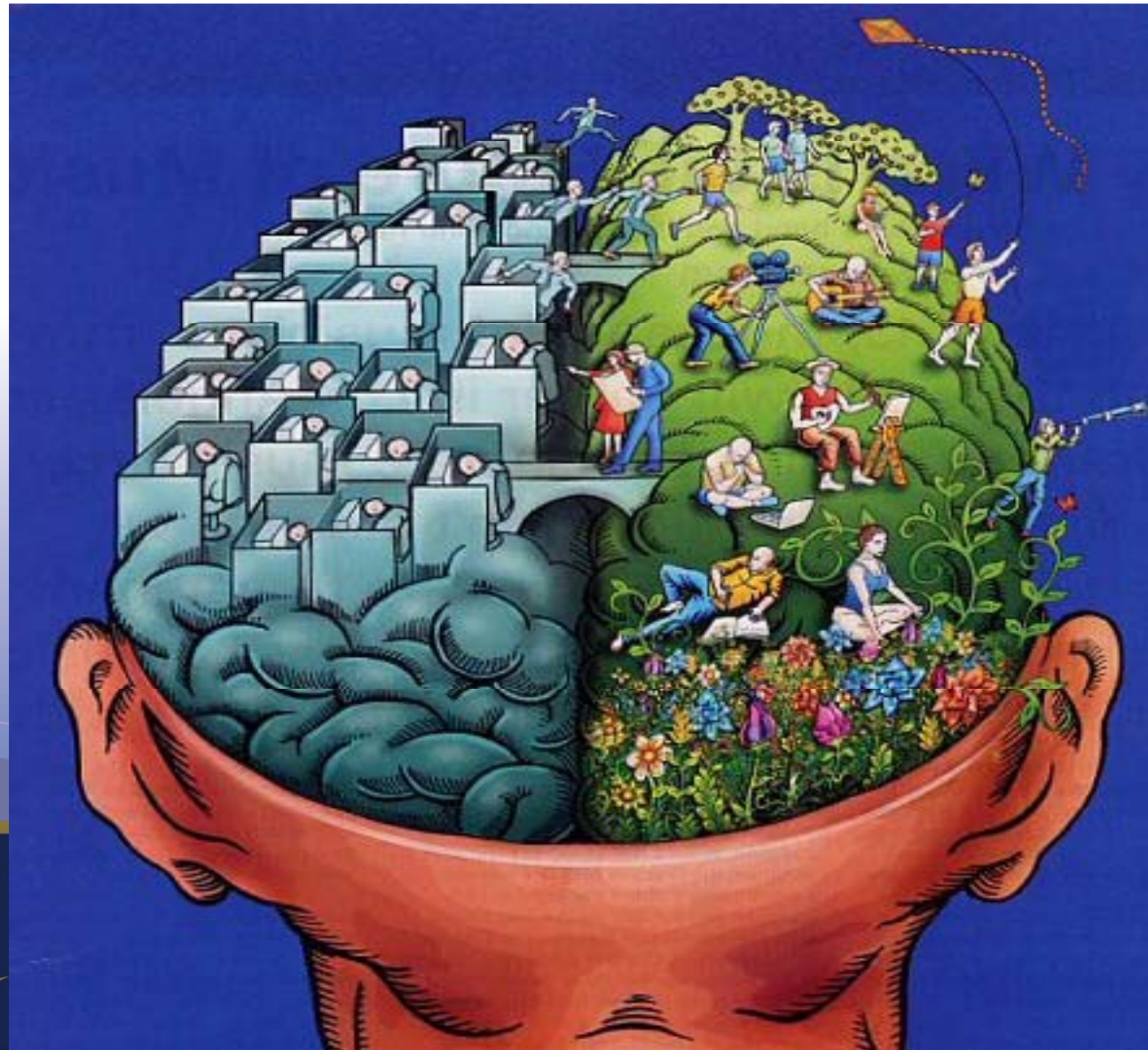
CTO – LUTE Technologies

Node - Tnooz



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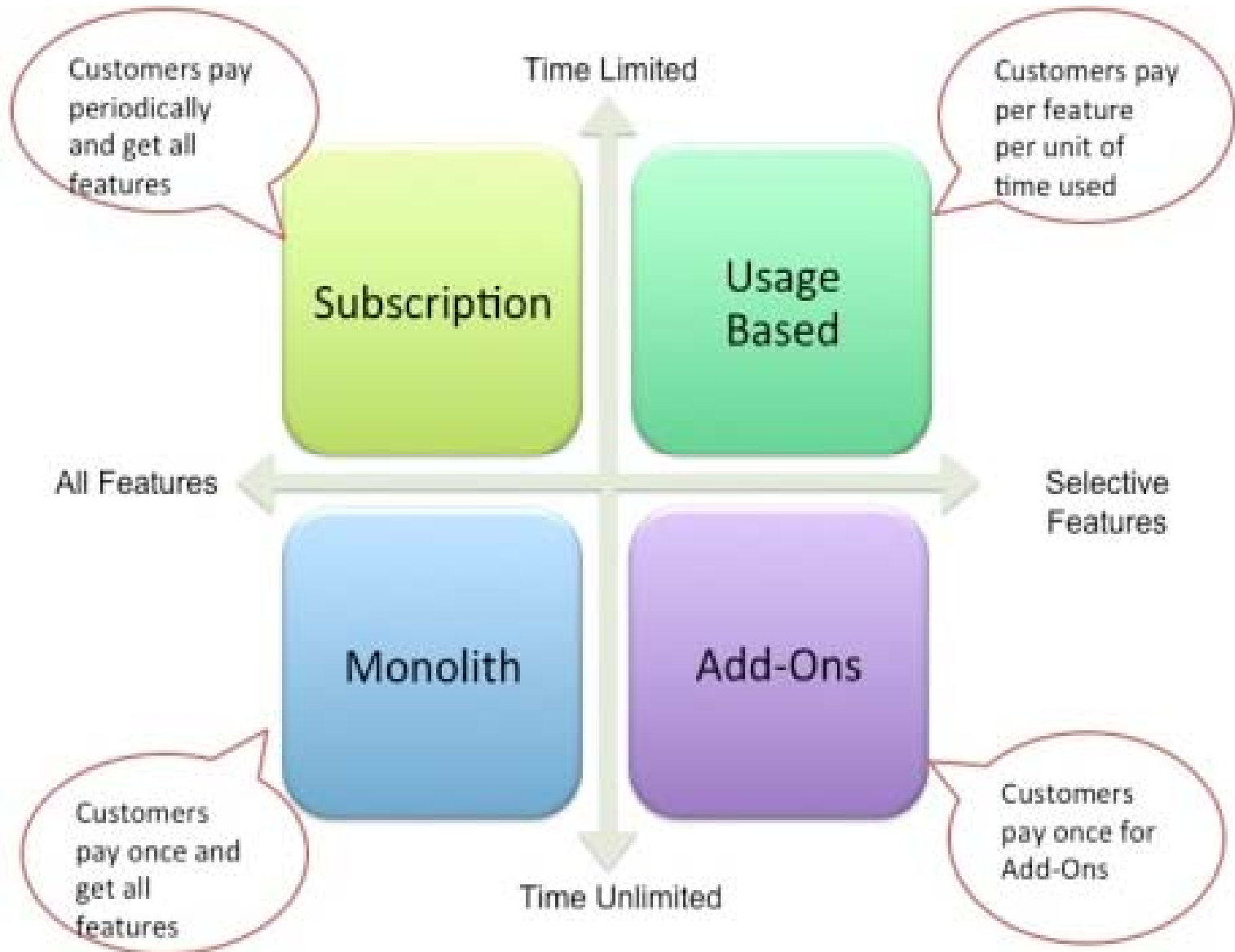
Left vs Right



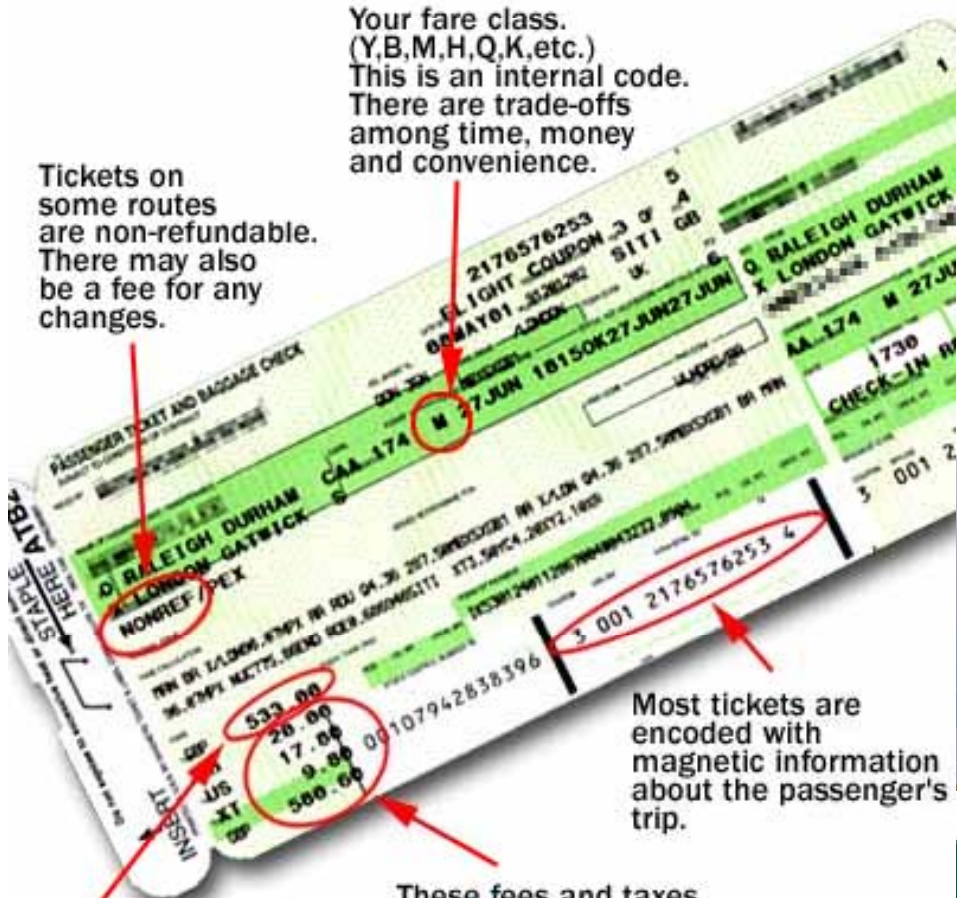
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ROSS EUROPE

The Great Unbundling



The Unraveled Ticket



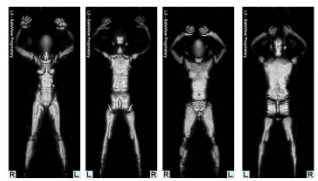
Your fare class.
(Y,B,M,H,Q,K,etc.)
This is an internal code.
There are trade-offs
among time, money
and convenience.

Tickets on
some routes
are non-refundable.
There may also
be a fee for any
changes.

Fare paid
by passenger
minus fees and taxes.

These fees and taxes
go to the airport, and
to local, state and
federal governments.

Most tickets are
encoded with
magnetic information
about the passenger's
trip.



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Source: Delta Airlines

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Everybody's Doin' It

Travel Options by UnitedSM

Hurry, the Premier LineSM sale ends March 14th!

BUY NOW

Prices are for travel one-way and are subject to change. Subject to availability.



Best Western Burns Hotel
Kensington London

Check Availability ---> Available Accommodation ---> **Reservation Requirements** ---> Reservation Confirmation ---> Reservation Confirmed

Accommodation is AVAILABLE - click Continue Reservation!

New Reservation * Required Fields

The Burns Hotel
Single Room - Internet Rate
Tue 16 March 2010 - Wed 17 March 2010

Rooms Required	Occupants per Room		Total Cost	
	Adults	Children	GBP	EUR (approximate)
1	1	---	69.00	77

- Rates include 15% VAT
- Maximum 1 Person per room in existing beds

Cancellation Policy
Display Rates
Exchange Rate
Remove 

Optional Extras for your Room

Name	Description	Price	How Many?	Total Cost
A Dozen Red Roses	Hand Tied in water (please note 48 hours required for this item)	GBP 30.00	0	0
Flowers (Seasonal Bouquet)	Hand Tied Seasonal Bouquet of flowers in water. (Please note we require 48 hours notice for this item)	GBP 20.00	0	0
Red Wine	Hardy's The Riddle Shiraz Cabernet / Australia	GBP 13.50	0	0
White Wine	Berri Estates Chardonnay / Australia	GBP 13.50	0	0

Click to add another reservation

Another Room

Click to confirm & finish reservation

Continue Reservation



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Why Do It?

Suppliers want you to

- Fulfillment before the trip
- Early revenue collection
- Reduce traffic at service delivery point
- Differentiation at purchase moment
- Smoother process flows
- Because Agents still control largest individual portion of supply sales

Consumers – peace of mind

- Know before you go
- Security Blanket
- Less fragmentation in a highly fragmented (and getting worse) world
- Trust factor

Why Should You?



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Merchandising vs Offering Travel

The screenshot shows a website for a travel store. The header includes navigation links: HOME, NEW PRODUCTS, SPECIALS, PRODUCTS ALL, REVIEWS, CONTACT US, and FAQ. The main banner features a sunset scene with palm trees and a gazebo, with the text "TRAVEL STORE" and "HAVING THE MOST OUT OF YOUR HOLIDAY". Below the banner, there are options to "Choose your language" (with a UK flag), "Log Out", "Shopping Cart", and "Checkout". A shopping cart icon indicates "now in your cart 3 items".



Categories

- ▶ [Naxos Beach](#)
- ▶ [Aruba](#)
- ▶ [Florida](#)
- ▶ [Hawaii](#)
- ▶ [Mazatlan](#)
- ▶ [Caribbean](#)
- ▶ [Cabo San Lucas](#)
- ▶ [Multi-Locations](#)
- ▶ [Western USA](#)
- ▶ [California](#)
- ▶ [Theme Parks](#)
- ▶ [Canada](#)

Currencies

US Dollar

Featured Products

	ARUBA BEACH CLUB Leroso delero froade met conse ctebus miasentis me ras adispisng er asemas delortas vestbul molestie lacumy hendent msuris. \$8425.00 Details
	HAWAII BEACH RESORT Leroso delero froade met conse ctebus miasentis me ras adispisng er asemas delortas vestbul molestie lacumy hendent msuris. \$4580.00 Details

Payment logos: PayPal, Visa, MasterCard. Footer: Home | My Account | Site Map | Privacy Notice | Shared | Action Forms. Copyright 2008 Zen Cart. Powered by Zen Cart.



The Big Stumbling Block?



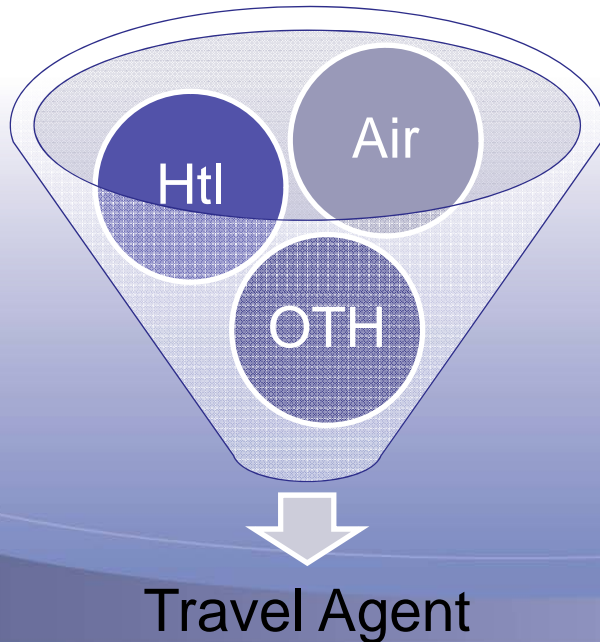
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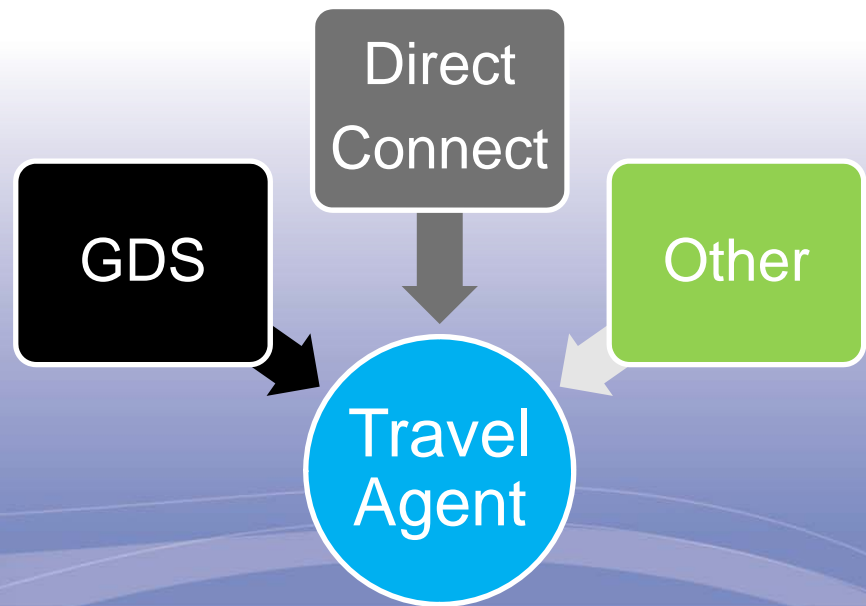
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Supply Chain Models

The Legacy GDS Model
One size fits everything



The LUTE OpenGDS Model
Optimized Supply



Where Can Intermediaries Win

Suppliers Unbundling

- Air
 - Seat types
 - Bags
 - Amenities
 - Inflight e.g. WiFi
- Hotels
 - Rooms/Room Types
 - Meals, accessories
- Other Services

Sales Value Adds

- Direct Product
 - Parking
 - Insurance
 - In Trip Services
- Indirect
 - Travel Clubs
 - Services
- Re-bundling
- Hassle Removal

LUTE SAMPLE SCREENS



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Advise travelers of branded fare options early in the shopping process

The screenshot shows the Sprk website's 'Fare Search' results page. At the top, it says 'Welcome, Michael Zumdieck | Logout'. Below the search bar, there are filters and options to 'Expand All' or 'Collapse All'. The main results table shows flights from 'Source: FL' with a departure time of '08:20 - 22:05'. The selected fare is 658.00, and the lowest fare is 248.00 (USD). A tooltip for 'L Class' is open, listing conditions: Non-refundable, changes fee of \$75, advance seat assignment fee, reservation changes fee, and additional baggage fees. The table below shows various flight options with fare classes and prices.

Flight	Cities	Depart	Arrive	Cnx	Stops	Duration	L Class	B Class	Y Class	A Class	H Class	M Class
FL 301	ATL - DEN	11JAN 14:25	15:37	0	0	73G	129.00					
FL 309	ATL - DEN	11JAN 22:05	23:23	0	0	73G	129.00					
FL 306	ATL - DEN	11JAN 08:25	09:43	0	0	73G	129.00					
FL 303	ATL - DEN	11JAN 09:58	11:16	0	0	73G	119.00					
FL 17	ATL - MKE	11JAN 18:05	19:06	1	0	73G					129.00	329.00
FL 270	MKE - DEN	11JAN 19:57	21:27		0	717						
FL 435	ATL - MKE	11JAN 08:20	09:22	1	0	717						
FL 350	MKE - DEN	11JAN 12:50	14:20		0	717					129.00	329.00
FL 305	DEN - ATL	14JAN 12:01	16:55	0	0	73G	129.00	329.00	414.00	457.00		
FL 308	DEN - ATL	14JAN 16:22	21:16	0	0	73G	129.00	329.00	414.00	457.00		
FL 300	DEN - ATL	14JAN 07:00	11:54	0	0	73G	129.00	329.00	414.00	457.00		
FL 307	DEN - ATL	14JAN 10:28	15:22	0	0	73G	129.00	329.00	414.00	457.00		



Optional Services - Offered Based on Flight & Traveler Status

Fare for selected Flights			
Optional Services priced in USD			
Options for flight AA 592 from MIA - DFW	Traveler(s)		
	ZUMDIECK/M GLD	REIZ/T PLT	GIGOWSKI/J
In-Flight Internet Access <ul style="list-style-type: none"> Enjoy access to email, movies, favorite games, etc. Activation is governed by FAA Safety Rules. 	<input checked="" type="checkbox"/> 5.00	<input checked="" type="checkbox"/> 6.00	<input checked="" type="checkbox"/> 9.95
Enjoy PriorityAAccess <ul style="list-style-type: none"> Be one of the first Passengers on board. Be assured of the space you need for your carry-on. Start your flight being settled in and relaxed. 	<input type="checkbox"/> 15.00	included	<input checked="" type="checkbox"/> 25.00
1st Bag Fee <ul style="list-style-type: none"> Baggage allowance is per traveler, per piece. Must comply with weight requirement of max 40 lbs. 	<input checked="" type="checkbox"/> 15.00	included	<input checked="" type="checkbox"/> 15.00
Unaccompanied Minor Charge (Domestic) <ul style="list-style-type: none"> The safety of your children comes always first at AA. Children 5 years and older may travel on American Airlines or American Eagle on non-stop or same-plane flights. Children must be 8-14 years old to travel itineraries requiring a connection on American Airlines or American Eagle. 	<input type="checkbox"/> 75.00	<input type="checkbox"/> 75.00	<input type="checkbox"/> 75.00
Diabetic Meal and Beverage <ul style="list-style-type: none"> All food items listed are exact replicas of the actual items served on the aircraft. Actual food items served may vary. Brunch/Hot Breakfast - Must be ordered by 10:00 AM. Cold Breakfast - Yogurt, scrambled eggs, toast. Lunch/Dinner - Sweet chili chicken, rice, and vegetables. Snack - Grilled chicken with rice and vegetables. 	<input type="checkbox"/> 15.00	<input type="checkbox"/> 15.00	<input type="checkbox"/> 15.00
Seat Reservation <ul style="list-style-type: none"> Secure your favorite Seat in advance. 	<input type="checkbox"/> 40.00	included	<input type="checkbox"/> 40.00
Premium Seat <ul style="list-style-type: none"> Premium Seat Selection 	<input type="checkbox"/> 25.00	included	<input type="checkbox"/> 25.00
Options for flight AA 1690	ZUMDIECK/M GLD	REIZ/T PLT	GIGOWSKI/J
In-Flight Internet Access <ul style="list-style-type: none"> Enjoy access to email, movies, favorite games, etc. Activation is governed by FAA Safety Rules. 	<input checked="" type="checkbox"/> 5.00	<input checked="" type="checkbox"/> 6.00	<input checked="" type="checkbox"/> 9.95
Enjoy PriorityAAccess <ul style="list-style-type: none"> Be one of the first Passengers on board. Be assured of the space you need for your carry-on. 	<input checked="" type="checkbox"/> 15.00	included	<input type="checkbox"/> 25.00



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Merchandizing POS Workflow

Seatmap(s) and Premium Seats

Seats

MIA-DFW DFW-MIA

LEGEND: Available Occupied Selected Exit

757 (Boeing 757) - Economy Class

9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36

F F
E E
D D
C C
B B
A A

9 5 26 27 28 29 30 31 32 33 34 35 36

9D: Aisle seat on Exit row

- Preferential

Seat Option	Seat in front	USD 20.00
■ Seat in front of plane		
■ Be one of the first passengers to deplane at arrival		

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
ZUMDIECK/MICHAEL	10A	Window seat on Exit row	USD 20.00

Submit Cancel

LUTE Command Line Emulator with Graphical Seatmap

```

2 LH484 F9 A9 C9 D9 Z9 Y9 B9 /FRA JFK 1700 1935 E0/744 08:35 SRC:1S
  H9 Q9 V9 W0 S0
3 LH3728 J9 C9 D9 Z9 Y9 B9 M
  Q9 V7 W0 U0 S0 G0 K
  LX16 F9 A9 C9 D9 Z9 J9 Y
  M9 H9 U9 G9 Q9 K9 V
4LH:LX3601 C4 D4 Z4 J4 Y4 B4 M
  U4 G0 Q0 K0 V0 L0 W
  LX16 F9 A9 C9 D9 Z9 J9 Y
  M9 H9 U9 G0 Q0 K0 V
5 LH3662 J9 C9 D9 Z9 Y9 B9 M
  Q9 V9 W9 U9 S9 G9 K
  LX22 F9 A9 C9 D9 Z9 J9 Y
  M9 H9 U9 G9 Q9 K9 V
6LH:LX3663 C4 D4 Z4 J4 Y4 B4 M
  U4 G4 Q4 K0 V4 L0 W
  LX22 F9 A9 C9 D9 Z9 J9 Y
  M9 H9 U9 G9 Q9 K0 V
7 LH964 J9 C9 D9 Z9 Y9 B9 M
  Q9 V9 W9 U9 S9 P9 G
  LH410 F8 A7 C9 D9 Z9 Y9 B
  H9 Q9 V9 W9 S9
>
SS1Y1
1 LH400 Y 20MAY FRAJFK SS1 1035 1250 *1S:/:/PENDING
>
SM1
  
```



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Beware!



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So What Are We Waiting For?



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Thank you

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