



## Press Release

*Brisbane, 9 May 2011*

# Australian technology breaks new ground

- *New functionality*
- *Now available for Android smartphones*

In an Australian first, a ground breaking application that has redefined the way we travel is now available across all three major phone platforms.

In a few steps, the iSpeedy App allows travellers to search, book, store, and change their air, car and accommodation bookings directly from their Blackberry, iPhone or Android smartphones for free.

Initially introduced on the iPhone in 2009, the app has now expanded to include the new platforms, functions and a separate corporate version.

Chief Executive Officer of Speedy Travel, the company behind the technology, Peter Biedak said the release of the app on the Android was timely with the popularity of the platform on the rise.

According to the latest figures from The Nielsen Company's monthly surveys of U.S. mobile consumers, 31 per cent of consumers who plan to get a new smartphone indicated Android was their preferred option.

"Long gone are the days of searching emails to find travel itineraries. iSpeedy allows travellers to complete the travel booking process right from the palm of their hand," Mr Biedak said.

"People can search and book all Australian domestic and international airlines; hotels and car hire details, store and edit their personal profile, frequent flyer numbers and credit cards for quick and easy booking capability."

The iSpeedy App, which uses the international technology provider Amadeus, has also been updated to include new social networking functionality to make travelling easier and more interactive.

"This reflects the increasing importance of social networking in travel by offering an interface to Facebook, LinkedIn and Twitter, allowing users to share their booking and itinerary information with friends, family and colleagues," Mr Biedak said.

"Similarly, iSpeedy is able to provide special deals, announcements and updates via the same social media channels. Users can then make their own bookings and also share the information with their social media connections."



The Companion feature is also new and allows iSpeedy users to link with friends, family and colleagues using either their iSpeedy profiles or Facebook or LinkedIn profiles. The user can then arrange travel for themselves and their connections using that information.

“The latest enhancements mean the iSpeedy App is even more relevant and attractive to today’s travellers and leads the way in providing a comprehensive travel booking application for mobile technologies,” Mr Biedak said.

**To download the iSpeedy, iSpeedy Plus or iSpeedy Corporate App, visit the App Store, BlackBerry App World or Android Market today.**

**To see how iSpeedy works visit the Speedy Travel channel on youtube.com:  
<http://www.youtube.com/watch?v=4m-fS5-oDdo>**

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