



# Media Release

## **QANTAS FREIGHT LAUNCHES IPHONE APP, MOBILE SITE**

**SYDNEY, 25 September 2012:** Qantas Freight today launched its first iPhone app and mobile site for smartphones.

The app and site\* give Qantas Freight's customers access to real time status updates and a wide range of functions, including online tracking, flight information and contact details.

Built to the feature rich HTML 5 standard, the mobile site features specific navigation for smartphone users to support much of the same functionality available on the [qantasfreight.com](http://qantasfreight.com) portal.

The Qantas Freight iPhone app offers a number of features believed to be unique in the air freight industry, including:

- Automatic air waybill push notifications as shipments pass milestones chosen by the customer such as being accepted for uplift, clearing customs and being ready for collection.
- Automatic flight push notifications allowing customers to receive instant alerts about changes in the departure or arrival status of flights – a crucial piece of information when sending perishable freight.

Qantas' Executive Manager, Freight, Lisa Brock, said the features were designed to meet the changing demands of the business' global customer database.

"We are particularly pleased to be leading the industry in offering push notifications via our iPhone app, enabling our customers to receive real time updates on key delivery milestones," Ms Brock said.

"The new app and site give our customers a clear, simple mobile solution capable of providing real time information about their shipment."

Ms Brock said Qantas Freight was working on further online solutions to improve the customer experience, including the ability to make bookings through a mobile platform.

\*Screenshots available.

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