

# CRANE MA

## Crane Mobile Application

is a new-generation mobile platform designed to redefine the digital passenger experience. It enables airlines to deliver seamless airline retailing or more traditional booking, check-in, and travel management through an agile, scalable, and fully customizable solution; connecting passengers and airlines in real time across every stage of the journey.

## Continuous Innovation to Power Your Mobile Strategy

Crane MA evolves in line with emerging passenger expectations and digital trends. With its adaptive architecture, airlines can introduce new modules, integrate loyalty and engagement programs, and connect seamlessly with broader digital ecosystems as airline retailing further expands — ensuring long-term competitiveness and an elevated mobile strategy.

# Empowering Airlines with Next-Generation Mobility



# Why Crane MA?

## Modern Airline Retailing

Unlocks the full potential of Modern Airline Retailing by harnessing either Hitit Oxygen or any other IATA-compliant Offer and Order Management system, and provides an end-to-end passenger journey with personalized offers, rich travel content and flexible order management.

## Frictionless Passenger Experience

Delivers a complete self-service journey — from booking to boarding — with an intuitive design and high-speed performance that enhances traveler satisfaction.

## Enhanced Passenger Engagement

Keeps passengers informed with live journey updates and dynamic status cards directly visible on their devices, allowing them to track flights and gate changes instantly — even without opening the app.

## Scalable & Configurable Structure

Built on a flexible, modular foundation that allows airlines to adapt layouts, features, and content rapidly according to brand identity and business needs.

## Data-Driven Optimization

Provides actionable insights through integrated analytics and monitoring dashboards, enabling continuous improvement in performance, engagement, and conversion.

## Operational Efficiency

Empowers passengers to manage their own bookings and check-ins, significantly reducing dependency on contact centers and airport counters.

## Consistent Brand Identity

Supports full customization of interface and visual design to ensure a consistent, premium brand experience across all digital touchpoints.

## Extended Digital Revenue Streams

Unlocks new revenue potential through personalized offers, ancillary sales, and loyalty program integrations available throughout the passenger journey.

# Key Features

- Modern Airline Retailing with personalized offers, rich travel content and flexible order management
- Flight booking (one-way, return, multi-destination)
- Advanced reservation management and modifications
- Real-time check-in and seat selection
- Ancillary product sales and promotional campaigns
- Live flight tracking and real-time journey updates on lock screen
- Mobile boarding pass and wallet storage
- Multi-language and multi-currency support
- Document recognition and autofill
- Push notifications and in-app messaging
- Location-based services and offers
- Loyalty account management
- Integrated content management system
- Personalized recommendations and dynamic pricing

## Components

- Book a Flight
- Manage Booking
- Online Check-In
- Flight Status
- Timetable
- Loyalty Account