

How the Mobile Boarding Pass is Changing the Airline Industry

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Several airlines are now adopting mobile boarding passes. [American Airlines](#) has given passengers the option of having boarding passes sent directly to his or her mobile device on select flights since November 2008.

Mobile boarding passes were introduced as a partnership with TSA and are currently available for American Airlines and American Eagle flights from 42 airports in major cities including Atlanta, Charlotte, Detroit, Denver, Las Vegas, New York LaGuardia, Phoenix, San Diego, and Seattle.

American recently added its mobile boarding pass functionality at Reagan Washington National, San Jose International, Colorado Springs, and London Heathrow airports.

How does it work?

The mobile boarding pass has a barcode that can be scanned at security checkpoints and American's gates. Passengers have the ability to scan their smartphone screens when going through security and boarding the aircraft.

Customers who choose to check bags can even use the mobile pass by scanning their smartphone screens at American's self-service kiosks, ticket counters, or even curbside check-in facilities.

According to the [American Airlines](#) website, a mobile boarding pass is available to eligible travelers only. Travelers must be on eligible itineraries with only one passenger listed on the record locator.

How to use the mobile boarding pass

Here is a 4-step process explained on the American Airlines website, describing how to use the mobile boarding pass option:

1. Check in on AA.com and choose the “Email for use on Cell phone or other Mobile Device” option. Include the email address for your web-enabled phone.
2. Check your email from your mobile device and follow the link on the email to retrieve your mobile boarding pass.
3. Save the boarding pass to your device by clicking the “Save Boarding Pass” button below the barcode to save it to your phone for easy access at the security checkpoint.
4. Proceed to security and make sure the entire barcode is visible on your smartphone screen. Be sure the backlight setting is on the brightest level possible.

If there are any issues, you still have the option to print a paper copy of your boarding pass at the self-service kiosks.

Who is using the mobile boarding pass?

[Trinity mobile](#), a leading company behind the mobile boarding pass option, announced in March 2010 that there has been a 1200% increase in usage from 2008 to 2009. There were 50,000 travelers using the mobile boarding pass in 2008, and that number exploded to 600,000 by 2009.

Trinity mobile expects 2 billion mobile boarding passes to be distributed in the 2010 year, and plans on exceeding 15 billion by 2014.

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