

# Mango launches iPad and iPhone App

Yesterday, 30 January 2013, Mango launched an app on the Apple platform and plans to make the app available across most other mobile platforms during the next couple of months. In October last year, it launched an airline mobisite with a booking functionality.



Users will be able to book, pay, change flights, receive updated airline communication and participate in promotions among other functions. An information wallet will also allow users to store generic travel details for future ease-of-use. "In line with our strategy to make air travel more accessible to South Africans, we have added mobile platforms to our already extensive distribution channel bouquet," says CEO Nico Bezuidenhout. It reportedly has the widest distribution and payment network in the domestic aviation industry.

"The response to the launch of our mobisite last year indicated the growing need for mobile accessibility. With the high penetration of mobile technology in South Africa, increased bandwidth and proliferation of ancillary devices such as tablets, we anticipate access by a new market segment of approximately four million new customers."

Since the launch of its mobisite, it has logged in excess of 30,000 flight queries via the platform. Currently usage via Apple platforms dominates device types used, ranking at 60% of enquiry volume. Bezuidenhout says that Mango will continue to invest substantially in technology as it has over the past 24 months with further plans afoot to launch additional products and services.

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