



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

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BROOKS ANNOUNCES GREATER ROCHESTER INTERNATIONAL AIRPORT WEBSITE GOES MOBILE

New Mobile Website Strengthens Customer Service & Offers Instant Access to Flight Information for Airport Users

Monroe County Executive **Maggie Brooks** today announced that the Greater Rochester International Airport (GRIA) has developed and launched a mobile website to enhance customer service for on-the-go passengers and airport users by enabling instant access to real-time flight information and other airport services - all through a simple click on a mobile device.

“Monroe County and the Greater Rochester International Airport have long maintained a commitment to using state-of-the-art technologies to improve customer service and overall passenger experience for the thousands of travelers and families who pass through our airport each day,” said **Brooks**. *“In today’s global economy, it is essential that airports embrace the latest in mobile connectivity to stay competitive. As a result of this new mobile based web service, it will now be even easier to make the Greater Rochester International Airport our gateway to the world.”*

The new mobile website, designed and powered by FlightView, is compatible with all major mobile devices, including Android, iPhone and BlackBerry. The information is laid out in a user friendly format and provides users with pertinent travel information at their fingertips.

- **Flight Information** – real time flight data, ability to track arriving and departing flights, airline contact information
- **Airport Amenities** – airport services, ground transportation, parking information, airport shops and restaurants
- **Local Information** – driving directions, nearby hotels

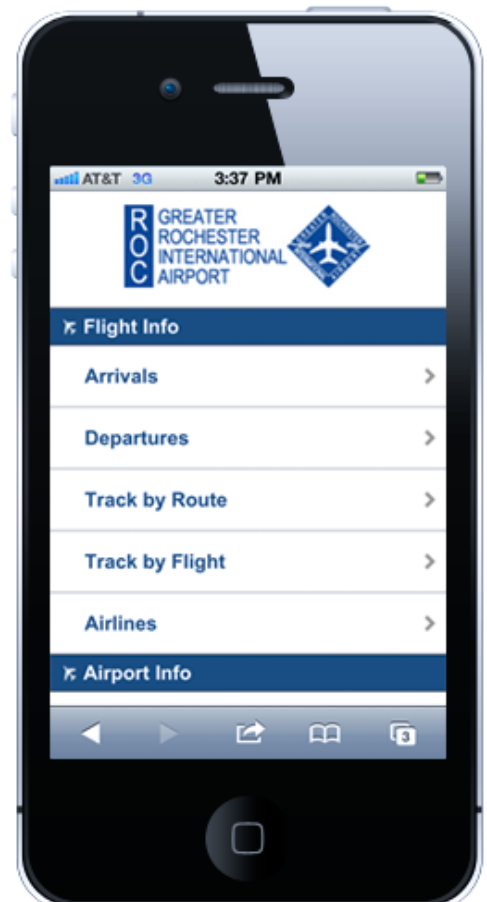


IMAGE: Home Page Screen of the ROC Mobile Site pictured as displayed on the iphone4 device.

New Mobile Website Offers Instant Access to Flight Information for Airport Users

*“We were pleased to work with Greater Rochester International Airport on building their new mobile website,” said **Mike Benjamin**, CEO of FlightView. “We have seen other airports experience double digit increases in web traffic with the launch of a mobile site, and fully expect Rochester’s travelers to quickly start using their mobile site for easy access to accurate flight and airport information anytime, anywhere.”*

Smartphone usage to access flight information by travelers is becoming increasingly more common. According to a recent FlightView survey, 65% of travelers rank having a mobile-ready website as a critical feature for Airports.

For more information on the Greater Rochester International Airport, please visit us online at www.monroecounty.gov or on Facebook at www.facebook.com/ROC.Airport.

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