



International Tourism Exchange

16-20 March

ITB Berlin 2002

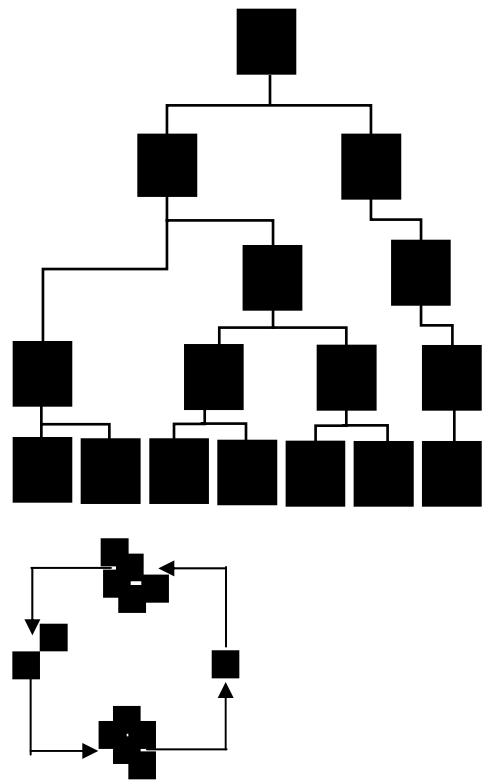
Tourism

18 + 19 March for trade visitors only

*Voice Integration –
Supporting the business
traveler enroute...*

*Richard Eastman
President
The Eastman Group, Inc.*

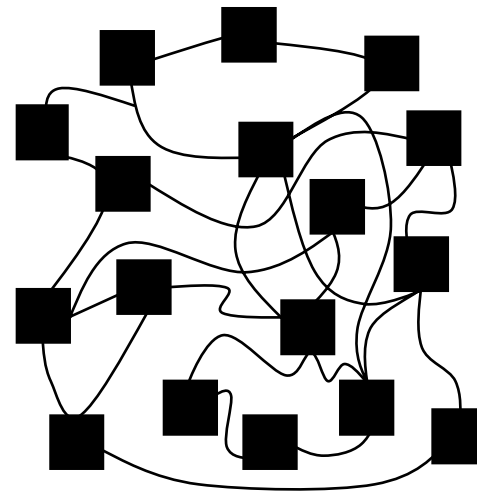
Industrial Age



Information flows from Vendor(s) through controlled distribution channels to buyers ...

- *Supplier-Driven Distribution*

Information Age



Information flows digitally and can be shared by everyone ... distribution becomes interactive...

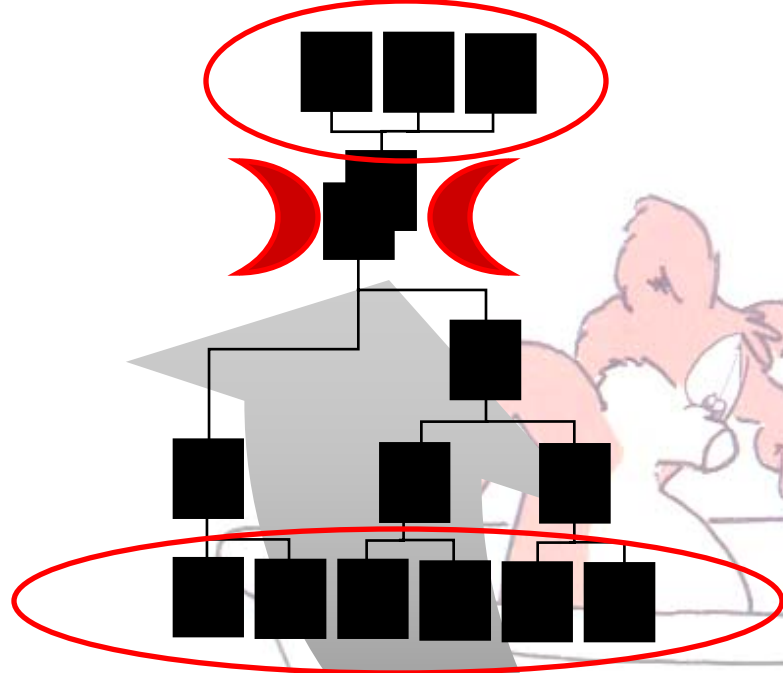
- *Demand-Driven Distribution*



HEY, WE'RE DIFFERENT!
ROBERT MANKIN

Hey ...We're Different

Airline Distribution



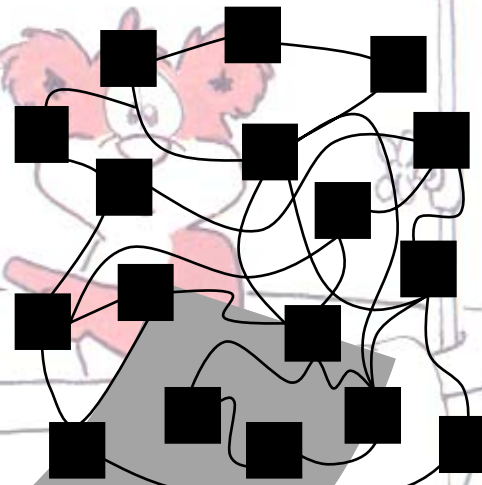
200,000 Agents

1,000 Airlines

4 Primary GDSs

135,000,000 U.S. – 375,000,000 World

Internet Users

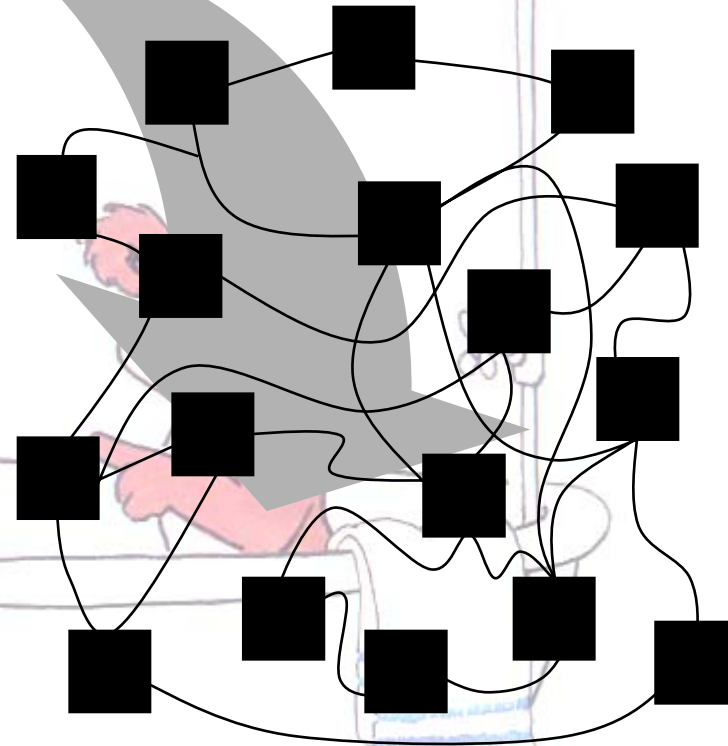
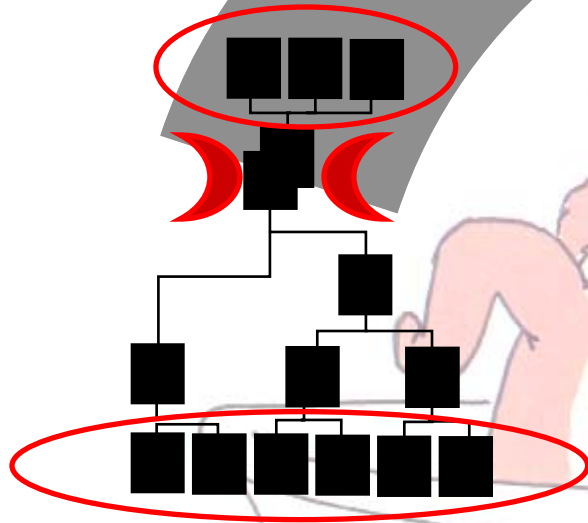


Demand is changing the way people relate to travel industry

Hey ...We're Different

Airline Distribution

Information Hyperarchy



200,000 Agents

1,000 Airlines

4 Primary GDSs

135,000,000 U.S. – 375,000,000 World

Travel product must integrate into the Hyperarchy

Hey ... We're Different

Information Age

Information flows digitally and is shared by everyone... distribution becomes transparent...

Humans Drive Technology

Internet ... first "feedback" tool by buyers -- but not really portable : 80+%

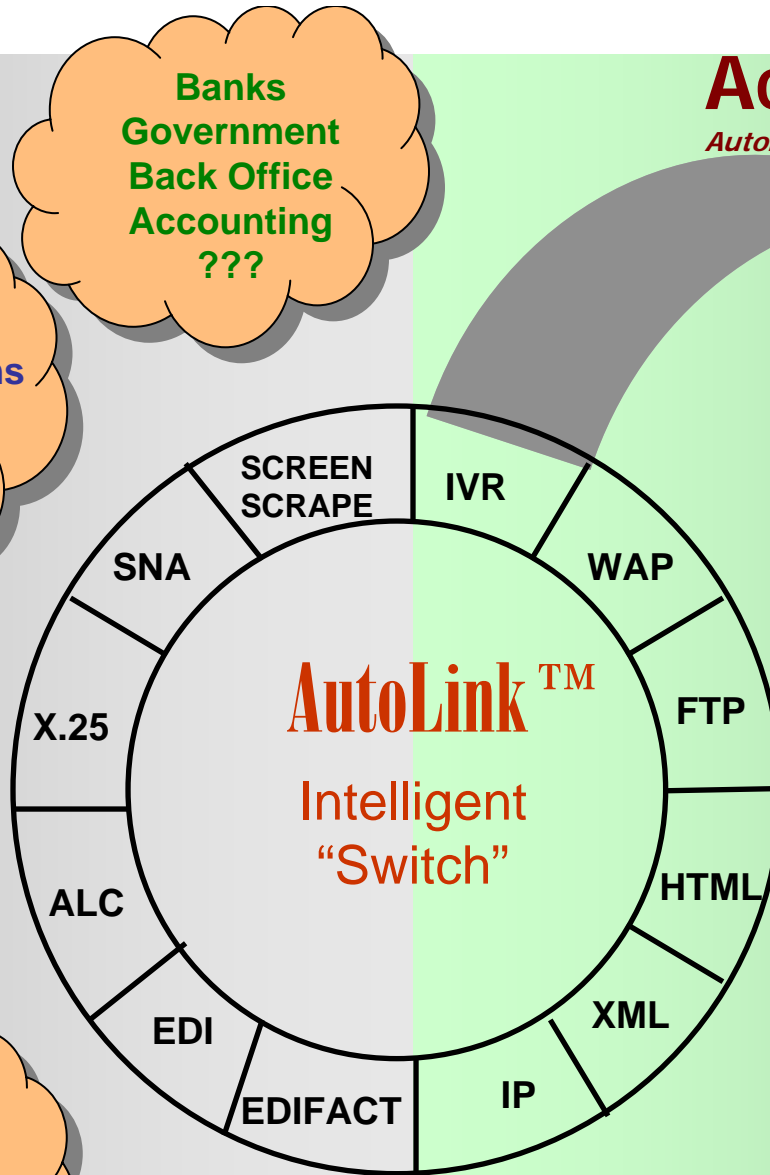
WAP ... portability -- but requires involvement, hands and access : 25%-

Interactive Voice ... ubiquitous, exists today : in transformation

Context More Important than Content ... IVR is Essential

AcuFlight, Inc.

Automating the Future of Travel Management

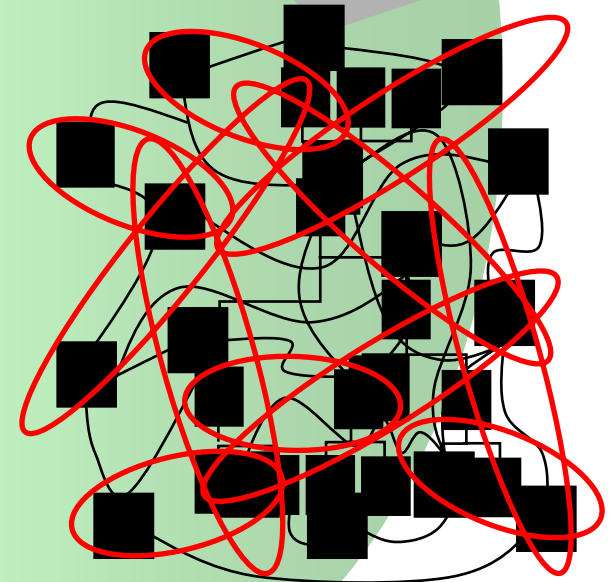


Banks
Government
Back Office
Accounting
???

DavEI Limo
DoD Travel Systems
Skyjet
Globus
Brendan
Etc.

Sabre
Galileo
Worldspan
Amadeus
Abacus

Lufthansa
Austrian
Midway
Southwest
Condor
Etc.



Hyperarchy of Information

A context "engine"...

AcuFlight, Inc.

Automating the Future of Travel Management

Live Demonstration

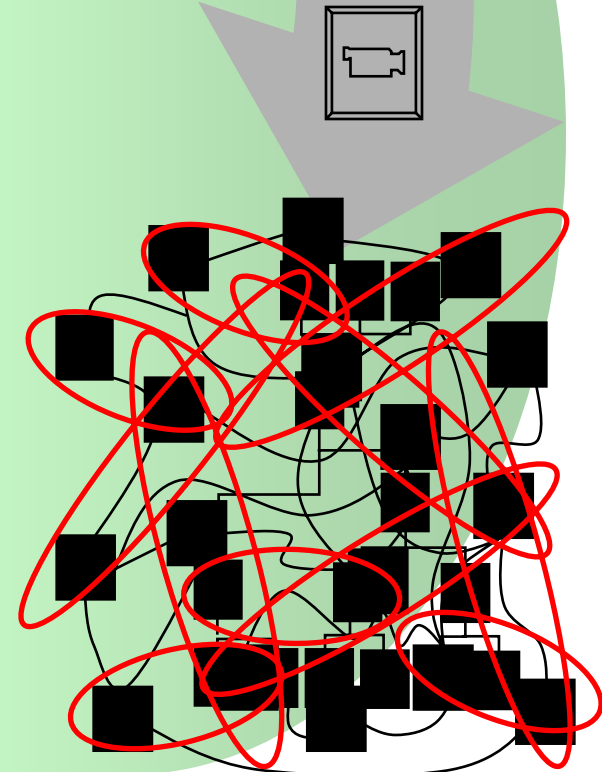
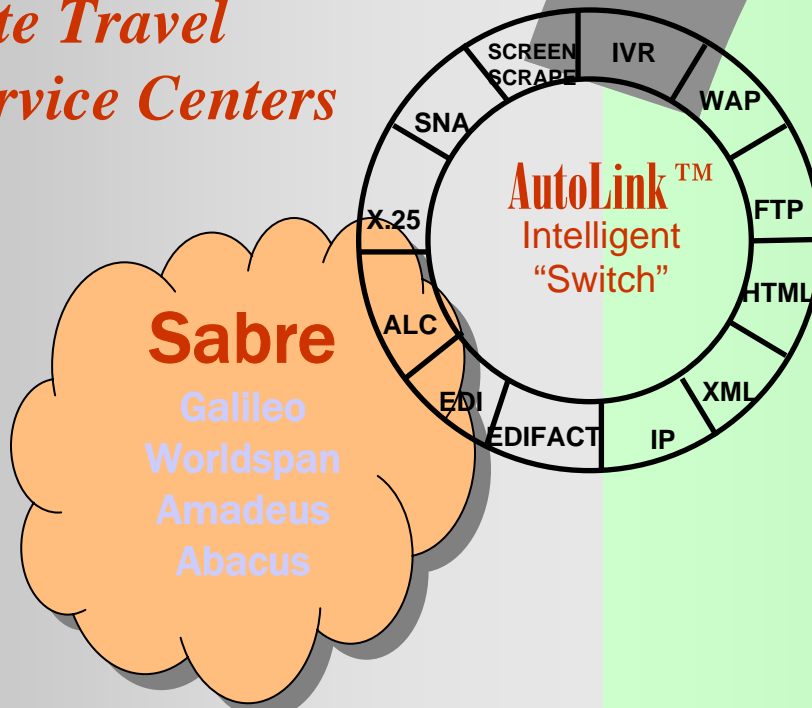
The concept ...

Distressed Travelers

Corporate Travel

7X24 Service Centers

Interactive Voice Response Traveler Solution



The context ... meeting on-demand needs!

**THE
EASTMAN
GROUP, INC.**

Thank You!

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