JetBlue for Apple Watch(TM) Lands in the App Store

Apr 22, 2015

JetBlue App Integrates Apple Watch, Adds Additional Apple Pay(TM) Options and Includes New Features for All iOS Users

NEW YORK, NY -- (Marketwired) -- 04/22/15 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, today announced its app update with Apple Watch™ capabilities is now available for download. JetBlue for Apple Watch uses the latest in technology to make the travel experience more streamlined than ever during a customer's journey. The Apple Watch app also builds on the existing ability to use Apple Pay™ on board flights with JetBlue, which is the only domestic carrier to offer Apple Pay.

"We've always looked at innovative ways to improve the customer experience, especially through new technologies," said Blair Koch, vice president commercial and shared development services, JetBlue. "Apple Watch is a product that will allow us to enter into a whole new realm of digital possibilities for travelers."

When integrated with iPhone's Passbook, JetBlue for Apple Watch will eliminate the need to print paper boarding passes or continually retrieve a customer's Apple device from a bag, pocket or purse. Features of the app include:

- Glance Screen: allows quick updates without launching the app. Includes flight information, terminal and gate information and flight status.
- Countdown Screen: Displays flight and flight status information, a 24-hour countdown to boarding and departure, arrival, seat and gate information.
- Mobile Boarding Pass (MBP) Screen: Allows customers to have a MBP right on their wrist and with Passbook can be scanned at the TSA checkpoint and at the gate.
- Additional functions: flight status notifications, arrival message and destination weather.

"With JetBlue for Apple Watch, we've created an app that's all about convenience and efficiency," said Michael Stromer, vice president digital loyalty & customer insights, JetBlue. "At a glance, customers will get the right information at the right time during their travel experience. At the same time we've improved the app experience for all users on any iOS device."

The JetBlue Apple Watch app is the latest in a series of technology enhancements the airline is rolling out aimed at customer convenience. Earlier this year, JetBlue began distributing iPad minis to its inflight crewmembers, giving them electronic access to customer manifest, flight data and other features to provide the best experience possible to JetBlue customers. At the same time, JetBlue became the first domestic carrier to accept Apple Pay in the sky. Now, with the release of Apple Watch, customers can use the watch for Apple Pay transactions.

Additionally, updates to JetBlue's app extend beyond Apple Watch. iOS users will notice various new features, including a new launch screen, an extended DirecTV schedule, and a new travel indicator for connecting to Fly-Fi, the fastest broadband Internet in the sky among all U.S. carriers.

About JetBlue Airways

JetBlue is New York's Hometown Airline and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries more than 32 million customers a year to 87 cities in the U.S., Caribbean and Latin America with an average of 875 daily flights. Upcoming destinations include Cleveland on April 30; Reno-Tahoe, Nev. on May 28; Grenada on June 11 (subject to receipt of government authority); and Albany N.Y. on December 10, 2015. For more information please visit JetBlue.com.

The following files are available for download:

- Glance Screen
- Countdown Screen
- Status Screen

Media ContactsJetBlue Corporate Communications Tel: +1 718 709 3089corpcomm@jetblue.com

Source: JetBlue

Powered by SITECORE