

Blue Dymension

Blue Dymension was launched in June 2003 and is based in Toronto Canada, with an office in the UK. It builds cutting-edge web technology to significantly improve web-based travel business. It specialises in integrating any operational reservation system and/or GDS with its e-commerce platform. It has five principal products.

Blue Kiosk, it's newest product, is a self-service travel kiosk with features such as credit/debit card point-of-sale, interactive touch screen, dedicated advertising plasma screen, Voip and printers, enabling customers can to print a travel e-brochure or book a trip.

E-brochure lets customers and clients create instant PDF brochures from a list of products and destinations. Because the brochure is created on-the-fly, product pricing and information is always up-to-date. E-brochure technology significantly reduces distribution costs and eliminates printing costs altogether.

E-Portal is comprised of modular web functions that can be selected and fitted together to create dynamic and interactive web sites. Features include an advance product search by profile/classification, booking engine, personalisation tools, wish list and email alerts.

Blue Control Panel is an intuitive web based tool used in-house by travel company staff for content management, customer relationship and reservation management. Features include automated targeted email marketing, product up-sale, key word, product text/image, advert and banner management.

Finally, Blue Core is a platform with an XML interface for connecting CRS, GDS, car and hotel switches and private inventory suppliers. Blue Dymension has a number of API's such as Pegasus' Pegs Tour and Sabre Web Services.

Blue Dymension can be visited on stand 116 at the 2006 Travel Technology Show.

