



*Contact* Roger Gatt  
*Telephone* +30 21 0692 8865  
*Email* [r.gatt@jrtechnologies.com](mailto:r.gatt@jrtechnologies.com)  
*Website* [www.jrtechnologies.com](http://www.jrtechnologies.com)

FOR IMMEDIATE RELEASE  
October 31, 2016

## JR TECHNOLOGIES RELEASES AIRLINE RETAILING PLATFORM

### Full end to end support for NDC standard version 16.2

Chania, Crete, October 31, 2016– JR Technologies announces the release of its airline retailing platform with end to end support for IATA’s NDC standard version 16.2. This version of the platform will support interline transactions covering non-code share flights and interline ancillaries by December 2016.

The platform was demonstrated at the JR Technologies NDC in Practice conference that took place on 27-29 September in Chania, Crete. The President of JR Technologies and host of the event, Mr. George Khairallah, showed how the platform provides close to real-time business intelligence that can be leveraged to provide personalized offers to passengers and travel agencies alike.

“Personalization is key to maintaining an airline’s competitive advantage as it makes a lot harder for competitors to imitate its product offering”, said George Khairallah.

The NDC retailing platform runs in parallel to the airline PSS which allows greater agility and lower cost NDC implementations. The approach also allows an easier phased approach for airlines looking to migrate to an NDC enabled retailing business model.

The platform is passenger centric by design, and supports both ticketing and ticketless models. It includes merchandising, rich content, offer management, and order management. Integration of One Order is on the road map and will be available as soon as IATA One Order schemas are released for testing.

The modular architecture of the platform allows for easy integration with an airline’s existing loyalty plan, CRM, as well as next generation pricing engines, payment solutions, and revenue accounting.

JR Technologies is a thought leader in airline retailing and New Distribution Capabilities (NDC). Established in 2015 in Chania, on the Island of Crete, the JR Technologies Innovation Center is dedicated to supporting NDC adoption and boasts rapid prototyping and R&D capabilities unparalleled in the travel industry. With its locations in Athens (Greece), Dublin (Ireland), and Detroit (Michigan, USA), JR

Technologies offers end-to-end NDC enabled airline retailing solutions that support both direct and indirect distribution.

# # #

If you would like more information about this topic, please contact Roger Gatt at +30 21 0692 8865 or email [r.gatt@jrtechnologies.com](mailto:r.gatt@jrtechnologies.com).