

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT
972-973-5555

FOR IMMEDIATE RELEASE
May 18, 2009

DFW International Airport Debuts Mobile Web Site

Passengers on the run to have quick access to gate, dining and shopping information

DFW INTERNATIONAL AIRPORT, TX (May 18, 2009) DFW International Airport launched its new mobile web site today, allowing web surfers the ability to view the site quickly and easily from their mobile devices. The new site will feature Flight Tracker and Within 5 Minutes of My Gate, which allows passengers to find their gate and surrounding amenities in as little as two clicks.

“Passengers travel with mobile devices more now than anyone could have predicted even a few years ago,” said Joe Lopano, executive vice president of Marketing and Terminal Management. “To meet the needs of our customers and increase their access to our web site, DFW has developed its mobile web site to be more accessible for everyone.”

The new mobile site will automatically appear on mobile devices in lieu of the larger formatted www.dfairport.com, enabling quicker access to the information passengers need most. The mobile site will now feature ring tones and backgrounds in its Just For Fun section. In addition, the site includes the most utilized features from DFW's main website, and customizes them for the mobile platform including: Flight Information; Airport Guide; Shop, Eat Services; and Travel Planner.

The Airport hopes the launch of the new site will increase passenger visits to the site. The new mobile web site includes fewer images to speed up browsing, and will allow mobile device users to redirect their browser to the full DFW web site if desired.

The site was developed and tested by the Airport's Information Technology unit after the successful redevelopment of DFW's primary site last summer. The back-end technology allows mobile users the same access as those utilizing the full site without the graphics. In this case, the Airport's Information Technology unit maintains a single content management system to support both sites.

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT
972-973-5555

About DFW International Airport

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,750 flights per day and serving 57 million passengers a year. DFW has been named "Best Airport for Customer Service in North America" by an Airports Council International survey of passengers in 2006 and 2007. DFW International Airport provides non-stop service to 134 domestic and 37 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to www.dfwairport.com.

###

For more information, contact:
Public Affairs Department
972-973-5555