Boeing, Alaska Airlines Launch Maintenance Cost Saving Program

SEATTLE, May 16, 2011 /PRNewswire/ -- Boeing (NYSE: BA) and Alaska Airlines are working together to develop a Component Management Optimization program that will increase the efficiency of airline fleets.

"Our partnership with Boeing reflects our vision of being on the leading edge of the best technology applications that we believe will shape the future airline operations environment," said Fred Mohr, vice president of maintenance and engineering at Alaska Airlines.

Alaska Airlines has agreed to use its fleet and Seattle-based maintenance organization to develop, test and validate Radio Frequency Identification Devices (RFID) and Contact Memory Button (CMB) technology. Part information -- such as part and serial numbers and manufacturing date and maintenance history, contained on tags and buttons -- significantly reduces an airlines' operating costs by eliminating untimely, labor-intensive maintenance. Watch a video that demonstrates the benefits of RFID: http://goo.gl/5h3rV. Part tracking for both inventory and on plane verification will take less time and be more cost efficient.

The Boeing Component Optimization Program is the first fully integrated "airborne" Automated Identification Technologies program in commercial aviation.

Boeing will, in an exclusive partnership with Fujitsu, provide automated identification technology devices, device readers, software applications and system integration service. The program is scheduled to launch in the fourth quarter of 2011 and will be available for Boeing and non-Boeing fleets and rapidly adaptable to any customer.

"Together, Boeing and Alaska Airlines are pioneering this innovative technology for use on airplanes and within airline operations," said Per Noren, vice president, Boeing Commercial Aviation Services, Information Services. "This exciting solution is paving the way towards a more digital airline."

Contact:
Nancy Standifer
+1 206-437-4427
Nancy.j.standifer@boeing.com

SOURCE Boeing