

BEIJING, Sept. 16, 2013 /PRNewswire/ -- Setting a course for future success in the highly competitive international aviation industry, Air China is preparing to embrace the power of mobile communications and other leading-edge technologies with the help of

[AT&T](#)

's specialist consultancy support.

China's flag carrier is one of the world's largest airlines, carrying almost 50 million passengers to 284 destinations, including 72 international cities, in 2012. It is now focusing on developing its long-haul international routes to complement its strengths as China's leading airline and one of its most profitable. Air

China's

strategy is to combat the effects of rising oil prices and increasing pressure from low-cost carriers by improving the customer experience and enhancing its operational efficiency.

AT&T will help Air China to realize its international ambitions by providing specialist consultancy support to develop a five-year roadmap for mobile communications and technology. AT&T will conduct interviews with Air China executives and operational staff, while closely observing the airline's operations at key facilities. Following this intensive research, AT&T will make recommendations in a five-year plan that details how [mobile technologies](#) and procedures can be implemented to deliver superior customer service and generate revenue.

"As a world-class airline operating in a very competitive environment, Air China is always looking for ways to further improve customer service, offer more self-service options, and control costs," said Li Qiang, CIO of Air China. "With AT&T's help, we are now developing an effective five-year technology strategy to ensure we can continue to compete with the world's best."

AT&T has extensive experience in developing mobility strategies for airline companies worldwide. In addition, [AT&T's Mobility Solutions Services](#) team specializes in guiding businesses through the entire process of going mobile – from consulting and design to solution configuration and full lifecycle management of the end to end solution. Key [mobility solutions](#) that AT&T can offer airline companies include ground operations applications for airline's staff, mobile passenger reservation system, baggage and cargo tracking applications and [digital signage](#) at airport terminals.

"Mobility is reshaping business models in the aviation industry and beyond, allowing corporations to enhance customer service responsiveness and accelerate productivity," said Mike Troiano, Vice President, [Advanced Mobility Solutions](#), AT&T Business Solutions. "A holistic global mobility strategy that goes beyond standalone applications and piecemeal processes is crucial for corporations like Air China that are serious about transforming their international business and avoiding unnecessary complexity."

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About Air China Air China Limited (Air China) is the national flag carrier of China and a leading provider of air passenger, air cargo and airline-related services and products in China

. Its operational headquarters is in Beijing

, a major domestic and international hub in China

. It also provides airline-related services, including aircraft maintenance, ground handling services in Beijing

,
Chengdu

, and other locations. As of 30 June, 2012

, the Company operated a fleet of 289 aircraft. The Company's network covers 30 countries and regions globally, including 46 international, 96 domestic cities, and 4 regional cities. Air China

was listed on Hong Kong Stock Exchange and London Stock Exchange on December 15, 2004

under codes 00753 and AIRC respectively. On August 18, 2006

, Air China was listed on Shanghai Stock Exchange under code 601111. For further details, please visit Air China's website:

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