



**SEA PRESENTS *Milan Malpensa Wear* and *Milan Linate Wear*,
THE SMARTWATCH APPLICATIONS FOR
MILAN AIRPORTS**

Milan, 09 June 2015 – With *Milan Malpensa Wear* and *Milan Linate Wear*, the airport is on your wrist: directly on the smartwatch two easy and practical to use apps.

SEA has just released the first application in Italy and in Europe for Android Wear smartwatches of an airport.

With the objective of providing passengers an innovative service through wearable technology, the application, which is divided into 4 specific functionalities, is part of SEA's strategy to make information on Milan airports available on all devices.

In fact, *Milan Malpensa Wear* and *Milan Linate Wear* are in addition to the other contact and information possibilities that SEA makes available to the passengers of its airports: the Milan Linate and Milan Malpensa websites, the Facebook (facebook.com/milanairports), Google+, Instagram (instagram.com/milanairports) and Twitter (@MiAirports, @SEA_Press) accounts and the SEA YouTube channel, as well as the smartphone applications. From today, this ecosystem is expanded with **two Android Wear smartwatch apps, *Milan Malpensa Wear* and *Milan Linate Wear*** released in Italian and English.

Through the new apps, passengers have to all the updates on the status of their flights and some helpful tips to make their stay at the airport more enjoyable, as well as an efficient support service, at their disposal.

How are they organised

The applications are divided into 4 main functions:

1. *"Welcome"*: thanks to beacons installed at the airport, users on arrival in the terminal receive a welcome message.
2. *"My flight"*: constantly updated in real time, allows users to be always aware of the status of their departing or arriving flight.
3. *"What to do"*: to make your time at the airport more enjoyable, recommending shops, restaurants and comfortable lounges.
4. *"Customer support"*: always available to users for any clarification or help. Through the smartwatch, you can easily dial the SEA Customer Service number.

The apps are available on the Google Play Store at the following addresses:

Linate <https://play.google.com/store/apps/details?id=it.sea.smartwatch.linate&hl=it>

Malpensa <https://play.google.com/store/apps/details?id=it.sea.smartwatch.malpensa&hl=it>