



Jeremy Clark

# Tag team

**Jeremy Clark** turns techy to envisage a future where kids, wives and carry on bags can be tracked throughout the journey



In previous issues of this magazine I have waxed lyrical on a couple of constant concerns to all frequent travellers. Namely kids on planes (“Kidding Around”), and carry on baggage (“What a Carry On!”).

Well, time reveals all sorts of interesting innovation and I now note with great interest Delta’s idea to include a request for information (RFI) with a bag tag plus an application you can have on your phone to trace its progress. The bag that is, not the phone.

My first reaction to this news was “Surely it is your job to track my bag? That’s what I paid you for didn’t I?”. But then on further consideration, I realised this does open up all sorts of possibilities to resolve a number of common airport and travel problems.

Whilst we’re there at check-in, for example, couldn’t we tag the kid too? And the carry on? And maybe the wife? It resolves a huge number of issues in one go. The wandering or misplaced child, the partner lost in the labyrinth that is World Duty Free, the carry on mistakenly (or deliberately) picked up by another passenger – all traceable via a simple app on the phone.

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With this technology in place, Dad can happily sit in the lounge or bar and watch on his iPhone as She Who Must Be Obeyed hammers the credit card in Harrods and little Johnny runs amok in WH Smith.

Then when it’s time to corale the troops to the gate he can use the app to message them all. No more urgent announcements: “Will the Bloggs family please make their way to gate 905 immediately – you are delaying the flight!”.

But there’s more too. It’s not beyond the skills of contemporary programmers to link the app to other devices and other apps so if Her Ladyship is going overboard with the Dolce & Cabana, the app could warn Dad

who can put a stop on the card automatically.

You could even link it to a blood-sugar level skin patch so if the kids have raided the pick’n’mix sweets you’ll know if they’re about to go hyper-active and if necessary re-route them back home or onto a different flight.

Imagine how useful this could be to crew if everyone checking in on the BoozyJet flight to Magaluf were RFI tagged with a skin patch measuring alcohol levels of passengers before boarding. No problem getting stand-by seats on that flight!

Yes – this new technology opens up a whole new world of opportunity. Perhaps not politically correct in my proposed applications (when was I ever?), but when it’s a choice between correctness and ancillary revenue, I know who’ll win – so watch this space! •

“So, we've got bag tagging but couldn't we tag the kids too? And the carry on? And maybe the wife?”

