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i-TRAK awarded DTI grant to develop RFID luggage tracking service

i-TRAK has received a Knowledge Transfer Partnership grant from the DTI to develop its existing baggage tracking system to incorporate Radio Frequency Identification (RFID). The 30 month project, worth over £120,000, will see i-TRAK work in conjunction with academics at the University of Surrey to create a real time luggage tracking system for all RFID enabled airports.

“With 30 million bags mishandled last year, it really is a lottery when travelling with checked in baggage at the moment,” commented Adam Dalby, Managing Director of i-TRAK. “As international airports invest in installing RFID networks, this technology will take i-TRAK to the next level. It will offer travellers the opportunity to chip their own luggage. When the chip passes a reader we will be able to store this information and create a detailed record of where the owner’s bags are at any point in time.”

The benefits are not only for the traveller, but RFID will dramatically assist airlines in their fight to reduce the current \$2.5 billion annual cost of lost luggage. “The grant from the DTI provides a timely and exciting opportunity to incorporate the latest research results into the i-TRAK luggage tracking service,” added Professor Paul Krause from the University of Surrey. “It will help develop a more effective solution to this recurring nightmare for airlines.”

Meanwhile, i-TRAK’s existing luggage ID and tracking service already enables airlines to reunite passengers with their lost belongings. It creates a link for airlines to send a message directly to the owner through their internal computer ‘check-in’ systems. i-TRAK then sends information to the owner through instant SMS mobile text message, by email, over the Internet or by phone.

Ends

About i-TRAK

i-TRAK was founded in 2000 to provide luggage and personal item tracking solutions for travellers and the travel industry. i-TRAK for luggage was launched in January 2003 and was followed by i-TRAK micro labels for passports and other travel items in February 2006.

For further information, a list of luggage manufacturers that include i-TRAK within their range, or lost luggage case studies please contact:

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