



Cardano al Campo, 1st October 2007

Livingston presents the restyling of its Internet website www.lauda.it

Improved flights booking platform and introduced new additional services

Livingston, the Italian private carrier owned by Ventaglio Group and specialized in leisure flights all over the world, presents, today, the **restyling of its Internet website** www.lauda.it (already available online).

Such a project, carried out thanks to the co-operation with the company **Alturawmc** (Web Agency specialized in Keyword Advertising), has been conceived in order to provide the user with a more usable tool, thus presenting the contents in a "friendly" way for the direct sales of all scheduled flights operated by the airline. In such a way, the "Customer" is positioned right at the centre of the communication process supplied through the different web pages, where the several functions and the brand-new available services are accessible in a fast and easy manner: from the on-line flights booking to the search of useful information concerning the "Livingston World", up to the interesting "tips" relevant to the destinations included in the network of the carrier. At the same time, the website still preserves the image and perception of reliability and quality that have characterized the Lauda/Livingston Group since the beginning. For such a reason, the traditional corporate colours – **ORANGE** and **GREY** – have been maintained, though they become here functional to the creation of a more dynamic and direct image.

The real core of the website is represented by the flights research and booking platform, which can be accessed directly from the homepage, and it has become quicker and lighter in order to meet the visitor's requirements, also through a list of special offers highlighted in a specific section (Hot Destinations area). Booking procedures are extremely easy and safe to be performed, also as to credit cards transactions.

In addition to the on-line flights booking option, the website offers a wide range of additional services, among which the possibility to make hotel and apartment reservations, to rent a car, to buy travel insurance policies, transfers and guided tours. In the destinations area, the visitor can also use, with just a click, the links to the currency exchange rate and to weather forecasts in real time. The implementation of all these services has been made possible also thanks to the partnership agreements that Livingston has enforced with some key players of the sector, such as **Octopus Travel**, Avis Car Rental and **ParktoFly**. Last but not least, the graphic layout of the up-to-date destinations network is now much more direct and clearer due to the introduction of a descriptive map cross-referring to the pages of the different countries, rich in useful and detailed information and hints.

*"The autumn 2007 has begun with such a pleasant surprise: the total restyling of our website. Navigating through the pages, you immediately notice the more dynamic and friendly graphic layout, which perfectly mirrors our corporate philosophy" - comments **Giancarlo Celani, Chairman and CEO of Livingston** – "Similarly, contents have been extended or else entirely rearranged in order to be more useful and practical for all those visitors who expect our site to provide them with comprehensive answers. In addition to the possibility to book online all our flights, we have introduced a specific area of useful additional services concerning the world of travels, in order to welcome onboard our passengers, already starting right from the first click".*

*"The total restyling of our website is essentially linked to an improved flights booking interface and a new graphic layout, which is now more dynamic, intuitive and elegant" – states **Fulvio Nidasio, IT Manager of Livingston** – "The site has also been designed in such a way to be appreciated by the major search engines, thus supporting our campaign of ranking on Google and Yahoo search engines. Moreover, the structure of the site has been completely rebuilt in order to allow the specialized Livingston staff to directly modify graphics and update contents in real time. This possibility will both guarantee an up-to-date and first-rate service to the users and enable us to further develop and improve contents and services at a later stage".*

*"The restyling of the Lauda/Livingston website is the result of an ambitious graphic/structural project that follows the recent trends of fixed layouts from a stylistic point of view, even though it maintains that spirit of sobriety, dynamism and user-friendly image requested by the client" – concludes **Claudia Lanza, Marketing Manager of Alturawmc** – "According to us, this new site results, therefore, as a well-balanced and successful 'mix' of a classic corporate site and a latest generation "flights reservation" system. The focus on the user does not sacrifice anyway the corporate aspect, thus maintaining the concept of safety and reliability that has been characterizing the airline since its very beginning".*

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