



## SeatID Named "Cool Vendor" by Gartner in Social Software and Collaboration Category

*SeatID socializes online ticketing and booking processes allowing travel and ticketing eCommerce sites to increase revenue and improve conversion and engagement*

Tel Aviv, May 9, 2013, [SeatID](#), a provider of a unique social seating and booking platform, today announced that it has been selected by Gartner to be included in the exclusive Cool Vendors 2013 report dealing with leaders in the Social Software and Collaboration domain.

SeatID is a Software-as-a-Service, cloud-based solution that is embedded into eCommerce sites and travel and ticketing apps. It provides social context for users during the process of ticketing, booking and reservation in any type of venue including: airplanes, hotels, stadiums, theatres, trains, etc.

SeatID is an opt-in system that allows users to connect their social network profiles (Facebook, LinkedIn and others) with any kind of online booking records. While browsing open seats on a particular airline site or travel website or while searching for a hotel or event, a user can see the social networking details of other opt-in users and know which of his friends are on which flight, staying at which hotel, attending which concert, etc. This social proofing drives higher engagement and conversion and can positively influence choice of flights, purchase of preferred seating, choice of hotel, etc.

SeatID neither requires software or infrastructure by the subscribing company, nor integration with the customer's backend systems. It can be implemented into a website within minutes.

SeatID applications include:

- SeatID for Travel — adds information from social networks to online airline ticketing
- SeatID for Stadiums — allows users to see where desirable companions at a game or concert are sitting, and then sit next to them (same zone, or in the seat next to them)
- SeatID for online ticket sellers — socializes any online ticket process (cinema, theaters, etc.)
- SeatID for Hotels — sees which desirable companions will be staying at a hotel or have been to this hotel in the past
- SeatID for Trains — enriching the purchasing of train tickets with information from social network profiles

"We are honored to be selected by Gartner as a 2013 Cool Vendor in Social Software and Collaboration. We consider the inclusion of SeatID in the Cool Vendor report as recognition of our vision for a social seating and booking platform" said Eran Savir, CEO and Co-Founder of SeatID. "By enriching the traditional ticket purchasing and booking process with the social networking experience, we have created a head-turning customer service and passenger experience that will change the online buying experience forever. SeatID customers now have a great way to attract and maintain the attention of their users and increase sales".

### About SeatID

[SeatID](#) is a Social Seating and Booking Platform that helps eCommerce sites in travel and ticketing improve conversion by showing shoppers who is sitting where. SeatID pulls in profile information both from Facebook and from LinkedIn to let users know which of their friends are on which flight, staying at which hotel, attending which concert, etc. This social proofing drives higher engagement and conversion. Learn more about SeatID at [www.seatid.com](http://www.seatid.com).

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