

## **MEDIA RELEASE**

**BULKSMS.COM**

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### **Airlines may need to consider in-flight cellphone etiquette**

While airlines consider permitting the use of cellphones during flights, it should be remembered that cellphones are already a source of annoyance in public spaces. It is not hard to imagine how much more of an irritant a voice call may become if made in the confined space of an airliner's cabin.

South African airline carriers currently do not permit cellphone use during flight. Yet certain [industry players](#) are calling for allowing cellphone communications during flights. They look to two recent developments: recent cellphone models enable you to set your phone to an in-flight call mode and certain international carriers are adopting cellphone usage. For example, [Emirates Airlines](#) allowing cellphone calls during air travel, [Qantas](#) plans to permit cellphone use for SMS messaging and mobile email during flights, and [Air France](#)'s trial of in-flight mobile voice and SMS messaging.

"If in-flight cellular communications is allowed on South African flights, the airlines will need to consider displaying cellphone etiquette rules in the cabin to promote less intrusive cellular communications among passengers," says Dr Streicher, managing director at BulkSMS.com, a global mobile messaging company headquartered in Cape Town, South Africa.

### **Five tips for in-flight cellphone etiquette**

1. When in-flight, use SMS to reduce the social intrusion of a call. When a cellphone call is replaced by an SMS message it is less intrusive. It should be borne in mind that the use of the cellphone in public intrudes into the social space of anybody within earshot, and especially the person sitting alongside you on a plane, making a private communication a public spectacle.
2. Enable the "Silent" setting on your cellphone. This will allow you to minimize any disturbance to fellow passengers.
3. If you need to speak on your cellphone, keep your voice down.
4. Tell others to contact you via SMS. You can also change your voicemail to include: "Don't leave a message as I am flying at present, rather SMS me." This will allow you to easily pick up messages and respond to them via SMS. Scrolling through SMS messages is much quicker than listening to many voicemail messages and removes the need to write down details while listening to messages.
5. It may also help if the airlines adopt a policy to limit cellphone usage to specific seats, therefore providing seating choice to passengers based on whether or not they wish to use their cellphone during the flight.

ENDS

[392 words]

## About BulkSMS.com

[BulkSMS.com](http://BulkSMS.com), a division of Celerity Systems (Pty) Ltd, has been in operation since 2000 and is headquartered in Cape Town, South Africa. BulkSMS is a leading wireless application service provider offering bulk SMS messaging solutions to large and small businesses, public benefit organisations, and individuals. BulkSMS.com has a global market presence, including Europe, South Africa, the United Kingdom, and the United States of America. To further an organisation's SMS communication needs, BulkSMS offers two-way bulk SMS messaging, premium rate solutions and supports mobile marketing campaigns. BulkSMS flagship messaging solution is the BulkSMS Text Messenger, a desktop application. BulkSMS is a member of the Wireless Application Service Provider Association (WASPA).

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