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KAYAK Launches Augmented Reality Bag Measurement Tool, So Travelers Can Confidently Stroll Through Check-In

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The Tool Brings a Fun and Interactive Experience to the Travel Planning Process

CAMBRIDGE, Mass., Sept. 20, 2018 /PRNewswire/ -- KAYAK is leveraging Augmented Reality (AR) with today's introduction of its patent pending bag measurement tool. With the dimensions of carry-on luggage differing from airline to airline, KAYAK's AR bag measurement tool helps travelers recognize whether or not their luggage will fit in the overheads bins no matter the airline and all before arriving at the airport.



"A pain point in the travel experience is that moment you begin to worry if your bag will fit in the overhead bin and now we've got a tool that can help," said KAYAK Chief Technology Officer Giorgos Zacharia. "There are a lot of AR applications that are fun - but this one was designed to be truly useful for travelers."

To measure your carry-on luggage, open a flight search in the KAYAK app and click "new bag measurement tool". You will then be prompted to scan the floor (this helps calibrate measurements) and then to move your camera around the bag to capture its size. From there, KAYAK does the math for you. The tool will alert you with the bag's exact measurements (length, width and height), so you know whether you can bring it on a flight as a carry-on, or if it needs to be checked. The tool compares baggage fee policies for all KAYAK tracked airlines in one place. That way, you know your bag will fit no matter which airline you're flying. The tool is currently available in the KAYAK app for all iOS devices running iOS 11.3 and up.

KAYAK's tech team created the tool during their annual "SWAT" week - a weeklong engineering competition filled with rapid design and development. KAYAK continuously invests in innovative technologies - including AR, VR, AI and voice technology - to raise the bar on how you plan and manage travel.

About KAYAK

KAYAK helps millions of travelers around the globe make confident travel decisions. As the world's leading travel search engine, KAYAK searches other sites to show travelers the information they need to find the right flights, hotels, rental cars and vacation packages. KAYAK is an independently managed subsidiary of Booking Holdings Inc (NASDAQ: BKNG). For more information, visit www.KAYAK.com.

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