

## About Triplt

Triplt is an online service that helps people organize all their travel plans—flights, hotels, rental cars, trains, cruises—no matter where they booked. To get started, travelers just forward their travel confirmation emails to [plans@tripit.com](mailto:plans@tripit.com). Triplt processes these emails and automatically creates a master itinerary with travel plans, daily weather, local maps, restaurant reservations, city guides and more. With Triplt, travelers can print, access and share their travel plans online, from a mobile device or even in their personal calendar.

Online travel is a decade old and more than half of U.S. travelers now book their travel online. In recent years, the popularity of airline, hotel and rental car supplier websites has grown, and the typical online traveler has to keep track of multiple travel reservations to organize their trips. A typical trip today may include a flight booked at [United.com](http://United.com), a hotel room booked at [Expedia](http://Expedia.com) and a rental car booked at [Hertz.com](http://Hertz.com).

That's where Triplt comes in. Travelers simply forward all their travel confirmation emails and the Triplt "Itinerary" processes and combines all the related bookings into a master itinerary. Then Triplt uses the trip data to automatically pull information from other websites. Daily weather forecasts from NOAA. Local maps and driving directions from Google. Unique city guides from Wikipedia, Flickr and Eventful. And more.

Triplt applies the power of social networking to improve the travel experience. Triplt lets people share their itineraries and collaborate on planning trips. With Triplt, it's easy to see when travel plans overlap so people can connect with friends and colleagues while on the road.

## Triplt Founders

Triplt was founded in San Francisco in October 2006 and launched in September 2007. The company has raised \$6.1 million from investors that include O'Reilly AlphaTech Ventures (OATV), European Founders Fund and Sabre Holdings. The Triplt co-founders are an experienced team of travel and technology executives:

- **Gregg Brockway, President** – Former president of Classic Vacations (*an Expedia company*), and co-founder and chief product officer at Hotwire
- **Scott Hintz, VP Product** – Former senior vice president product at Hotwire, and strategy consultant at Accenture
- **Andrew Denmark, VP Engineering** – Former engineering director at Opsware, and chief technology officer at CityRealty.com

## Triplt Technology

At the heart of Triplt is the Itinerary, which is Triplt's patent-pending and proprietary technology for automatically creating itineraries from travel confirmation emails. The Itinerary is an open technology platform that works with all major travel websites and all major email systems. A person simply forwards Triplt their original travel confirmation emails and then Triplt extracts the data to create a combined master online itinerary.

By transforming unstructured emails into structured data, Triplt is able to intelligently perform tasks for a user, including aggregating related data from other websites and services. Current examples of this include weather, maps, directions and city guides. Data on the web is increasingly being geo and time-indexed, which enables deep personalization. Triplt is in a unique position to benefit from the coming of the "semantic web" as more data is made machine readable for intelligent agents and services such as Triplt.

Triplt has moved "beyond the browser" with its unique email interface, and support for open standards like iCalendar and microformats. In addition, the Triplt To Me and Triplt Mobile options enable travelers to access all their travel plans from their mobile devices. The goal is to provide travel information when and where users need it, including online, in their calendar, via a mobile device, and of course as a printed itinerary.

Triplt has also been architected for social networking and includes options for people to share and collaborate on trip itineraries, as well as closeness alerts that notify users when their travels overlap with others in their network. Future enhancements in this area will help users quickly plan better trips based on the combined knowledge of their Triplt social network and the broader Triplt community.

## Contact Triplt

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