

# THE GLOBE AND MAIL

## WORLD WIDE TECH



### The friendly skies?

Finnair announced a new “social check-in service” earlier this month that lets travellers use Facebook to see who they’ll be flying with. After passengers check in, a seat map displays their public profiles to others on the same flight – but only if they opt in to use the program; it’s completely voluntary. Reaction on Finnair’s Facebook has been mixed. There are keeners who can’t wait to interact with strangers, but some folks have other ideas. One mused about posting an unattractive pic to discourage others from selecting the seat beside her. Another summed up the idea as: “Now one can see who it is you will be not talking to for eight hours!”

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