

Airline Baggage Recovery Technology: A Case of Apple's Share Item Location



Source: Pixabay (2014)

Background

Losing your luggage in the middle of a trip can be dreadful, as it interrupts your planned itinerary and affects your overall travel experience. The uncertainty of whether their luggage will ever be retrieved often leaves travelers feeling anxious and helpless. However, recent innovations in item tracking technology have made the recovery process much easier for both airlines and their passengers.

In November 2024, Apple introduced Share Item Location, a new iOS feature that enables users to securely share the location of an AirTag or Find My network accessory with third parties such as airlines (International Airport Review, 2025). This feature allows iPhone users to generate a Share Item Location link containing GPS data for AirTags in their luggage using the Find My app, which can then be shared with airlines to facilitate tracking and recovery of their missing luggage (ABC News, 2024).

Moreover, the feature's design emphasizes user privacy. While the shared link is set to expire automatically after seven days, it is possible for the owner to terminate the sharing at any time or once they have recovered their lost items (International Airport Review, 2025). Thus, the feature not only helps users retrieve their luggage more efficiently but also do so without having to worry that their privacy will be compromised after giving their locations to the airline.

As part of the iOS 18.2 software update, the feature is now available worldwide for users with iPhone Xs and later models (Apple, 2024). Eyeing the possibility of faster recovery of customers' missing luggage, more than 15 carriers, including Singapore Airlines, United Airlines, British Airways, and Lufthansa, have incorporated Apple's new Share Item Location compatibility features into their baggage recovery systems (Conde Nast Traveler, 2025).

Challenges

While the Share Item Location feature presents a significant advancement in luggage tracking technology, it faces notable challenges. Primarily, its availability is restricted to Apple users with iPhone Xs and later models, excluding a considerable number of travellers who utilize other smartphones, such as Android devices. Additionally, the feature's initial rollout is limited to a small

number of participating airlines, which may hinder its effectiveness and accessibility for many passengers. As such, the successful adoption of this innovation will require broader support from various airlines and increased inclusivity for users across different platforms.

Discussion Questions

1. Given the market price of HK\$239, would you consider purchasing an AirTag to make your luggage more secure? Why or why not?
2. What potential drawbacks could arise from the use of Share Item Location feature?
3. What factors might influence airlines' decision to adopt the Share Item Location feature?
4. What future advancements in item tracking technology could further enhance the process of luggage recovery, and how might these developments impact the travel industry?
5. How could the feature be improved to support travelers with multiple or connecting flights?

References

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Keywords

- Airlines
- AirTag
- Share Item Location
- Baggage recovery
- Privacy
- Information sharing

航空行李找回技术：苹果“共享物品位置”功能案例



Source: Pixabay (2014)

背景

在旅途中丢失行李可能非常糟糕，因为它会打乱你计划好的行程，影响整体旅行体验。行李能否被找回的不确定性常常让旅客感到焦虑和无助。然而，物品追踪技术的最新创新使得行李找回过程对航空公司及其乘客来说都变得容易得多。

2024 年 11 月，苹果公司推出了“共享物品位置”功能，这是一项新的 iOS 特性，允许用户安全地将 AirTag 或“查找”网络配件的当前位置信息分享给第三方，例如航空公司（International Airport Review, 2025）。该功能允许 iPhone 用户使用“查找”应用生成一个包含其行李内 AirTag GPS 数据的“共享物品位置”链接，然后可以与航空公司共享，以便追踪和找回丢失的行李（ABC News, 2024）。

此外，该功能的设计强调用户隐私。共享链接将在七天后自动失效，同时物品主人也可以随时或找回丢失物品后立即终止共享（International Airport Review, 2025）。因此，该功能不仅能帮助用户更高效地找回行李，还能让他们不必担心在将位置信息提供给航空公司后隐私会受损。

作为 iOS 18.2 软件更新的一部分，该功能现已面向全球 iPhone Xs 及更新机型的用户提供（Apple, 2024）。着眼于更快地找回客户丢失行李的可能性，包括新加坡航空、美国联合航空、英国航空和汉莎航空在内的超过 15 家航空公司，已将苹果新的“共享物品位置”兼容功能集成到其行李找回系统中（Conde Nast Traveler, 2025）。

挑战

尽管“共享物品位置”功能在行李追踪技术方面是一项重大进步，但它也面临着显著的挑战。首先，它的可用性仅限于使用 iPhone Xs 及更新机型的苹果用户，排除了大量使用其他智能手机（例如安卓设备）的旅客。此外，该功能的初步推广仅限于少数参与的航空公司，这可能会阻碍其对许多乘客的有效性和可及性。因此，这项创新的成功采用将需要更广泛的航空公司支持，并提高对不同平台用户的包容性。

讨论问题

1. 考虑到 AirTag 的市场价格为 239 港元，您会考虑购买一个以使您的行李更安全吗？为什么？
2. 使用“共享物品位置”功能可能会产生哪些潜在弊端？
3. 哪些因素可能影响航空公司决定是否采用“共享物品位置”功能？
4. 物品追踪技术未来的哪些进步可以进一步增强行李找回流程？这些发展可能会如何影响旅游业？
5. 可以如何改进此功能，以支持乘坐多个航班或需要中转的旅客？

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关键词

- 航空公司
- AirTag
- 共享物品位置
- 行李找回
- 隐私
- 信息共享

[航空行李找回技術：蘋果「共享物品位置」功能案例]



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背景

在旅途中丟失行李可能非常糟糕，因為它會打亂你計劃好的行程，影響整體旅行體驗。行李能否被找回的不確定性常常讓旅客感到焦慮和無助。然而，物品追蹤技術的最新創新使得行李找回過程對航空公司及其乘客來說都變得容易得多。

2024 年 11 月，蘋果公司推出了「共享物品位置」功能，這是一項新的 iOS 特性，允許用戶安全地將 AirTag 或「尋找」網路配件的目前位置資訊分享給第三方，例如航空公司（International Airport Review, 2025）。該功能允許 iPhone 用戶使用「尋找」應用生成一個包含其行李內 AirTag GPS 數據的「共享物品位置」連結，然後可以與航空公司共享，以便追蹤和找回丟失的行李（ABC News, 2024）。

此外，該功能的設計強調用戶隱私。共享連結將在七天後自動失效，同時物品主人也可以隨時或找回丟失物品後立即終止共享（International Airport Review, 2025）。因此，該功能不僅能幫助用戶更高效地找回行李，還能讓他們不必擔心在將位置資訊提供給航空公司後隱私會受損。

作為 iOS 18.2 軟體更新的一部分，該功能現已面向全球 iPhone Xs 及更新機型的用戶提供（Apple, 2024）。著眼於更快地找回客戶丟失行李的可能性，包括新加坡航空、美國聯合航空、英國航空和漢莎航空在內的超過 15 家航空公司，已將蘋果新的「共享物品位置」相容功能整合到其行李找回系統中（Conde Nast Traveler, 2025）。

挑戰

儘管「共享物品位置」功能在行李追蹤技術方面是一項重大進步，但它也面臨著顯著的挑戰。首先，它的可用性僅限於使用 iPhone Xs 及更新機型的蘋果用戶，排除了大量

使用其他智慧型手機（例如安卓裝置）的旅客。此外，該功能的初步推廣僅限於少數參與的航空公司，這可能會阻礙其對許多乘客的有效性和可及性。因此，這項創新的成功採用將需要更廣泛的航空公司支持，並提高對不同平台用戶的包容性。

討論問題

1. 考慮到 AirTag 的市場價格為 239 港元，您會考慮購買一個以使您的行李更安全嗎？為什麼？
2. 使用「共享物品位置」功能可能會產生哪些潛在弊端？
3. 哪些因素可能影響航空公司決定是否採用「共享物品位置」功能？
4. 物品追蹤技術未來的哪些進步可以進一步增強行李找回流程？這些發展可能會如何影響旅遊業？
5. 可以如何改進此功能，以支持乘坐多個航班或需要中轉的旅客？

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關鍵詞

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- AirTag
- 共享物品位置
- 行李找回
- 隱私
- 資訊共享