



# mobiqa newsletter

July 2006

## WELCOME

### Hello and welcome to the Mobiqa newsletter

Since our last newsletter we have significantly expanded our worldwide network of Distributors and VAR's and run a huge range of new and exciting events and promotions. Mobiqa are now represented in over 30 countries on 6 continents.

In early June we provided mobi-tickets for the Guns 'n' Roses gig at The Hammersmith Apollo. This was the first time that mobi-tickets had been provided in the UK in conjunction with Ticketmaster, Live Nation and Nokia TicketRUSH. The gig was an enormous success and Ticketmaster have now announced that they are to roll out mobile ticketing to all of their UK clients.

June also saw us sign Tickets.com to provide our solutions to their extensive network of clients in the Asia Pacific region.

Later in the same month, we provided mobi-tickets for the O2 Wireless Festivals in London and Leeds. This was the world's largest ever use of mobile ticketing with over 20,000 tickets for general admission and the O2 Blue Room delivered as mobi-tickets™.

At the same time, we have been working with Vodafone and Enpocket to provide last minute and VIP ticketing for Vodafone 'TBA' secret gigs. To date the bands have included Snow Patrol, The Zutons, The Pussycat Dolls and Razorlight.

We continue to invest significantly in product development. Recent releases include further work on our patented Optimiser technology for MMS, WAP push and other technologies such as CDMA for the US marketplace. We can successfully send a scannable barcode to more devices than anyone else in the world. This combined with our unrivalled experience and our comprehensive range of access control solutions ensures that we continue to be the world's leading supplier of mobile barcode solutions.

I'm sure you will find this newsletter interesting. If you would like any further information please do not hesitate to contact us.



Iain McCready, CEO Mobiqa Ltd

## NEWS

### 20,000 mobi-tickets - a new mobile ticketing record!

The O2 Wireless Festival 2006 is the largest event in the UK to use mobi-tickets to date. A record £100,000 worth of mobi-tickets were sold in the first week of release and over 20,000 mobi-tickets were issued in total.

**O<sub>2</sub> wireless festival 2006**  
o2wirelessfestival.co.uk

The festival was held over five days in London and two days in Leeds with headline performers such as The Strokes, James Blunt, The Who, Massive Attack and Depeche Mode. Event producers were Live Nation.

O2 customers when booking through Ticketmaster could choose to receive a mobi-ticket direct to their mobile, as an alternative to paper tickets. Mobi-tickets were also available exclusively to O2 subscribers who wanted access to O2's Blue Room, a VIP area set aside for O2 customers and their friends.

Paul Samuels, Head of Sponsorship at O2 UK, said "The success of O2's mobi-tickets at the UK's first large-scale event demonstrates

how music fans are truly embracing mobile as a means to enhance their overall festival experience. Whether it's streaming live audio clips to their handsets, delivering paperless tickets to their mobile or immersing customers in the world of music in the Blue Room, O2 is placing music in the hands of its customers, where it belongs."



## NEWS

### Mobiqa helps to beat the rush with Nokia TicketRUSH



The band was **Guns 'n' Roses**; the gig was their first UK concert since 2002; the venue was the Hammersmith Apollo in London... and the occasion?

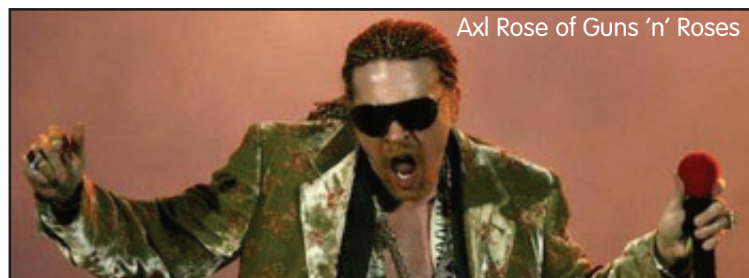
The occasion was the official launch of a new, fully mobile, ticketing service in the UK by TicketRUSH in partnership with Mobiqa, and event producers and operators Live Nation.

Instead of traditional paper tickets, fans who registered with ticketrush.co.uk and purchased a ticket were given the option to receive their ticket as an SMS message containing a barcode straight to their mobile phone. Upon arrival at the Apollo, fans had the barcode on their mobi-ticket scanned to gain entry to the gig.

Simon Lloyd, Nokia's Head of UK Marketing said "we are delighted to be working with Mobiqa and Live Nation, as we continue to be at the forefront of developing new technology, as well as maintaining our commitment to bring the best music to all music fans."

By replacing traditional paper tickets with mobi-tickets, the live music industry hopes to crack down on touting and reselling. The mobile phone also offers an extra channel through which to market to consumers. To see what the TV media said about mobi-tickets, look on our web site under NEWS, and click on Mobiqa Press

<http://www.mobiqa.com/press.html>



Axl Rose of Guns 'n' Roses

### Tickets.com deliver mobi-tickets for their customers in Asia



Tickets.com Asia Pacific has signed with Mobiqa to provide the benefits of mobi-ticketing to their customers at major venues and events throughout the Asia-Pacific region. The deal was announced at the 2006 Venue Management Association Congress in Melbourne in May.

The partnership follows the successful trial of mobi-tickets with the Sydney Metro Theatre. Adoption of mobi-tickets rose from 10% to over 50% during the trial.

Tickets.com, the global ticketing giant, are enthusiastic about offering the solution to their customer base. Commenting on the deal, Ian English, Asia Pacific Managing Director of Tickets.com said: "Mobi-tickets make perfect business sense for our customers. They offer a great alternative to paper tickets, give venues much greater flexibility - particularly for last minute ticketing - and the ability to improve their customer service. Our initial implementations have given us very positive feedback."

Mobiqa has, at the same time, announced the appointment of **MessageNet** as its partner in Australia. MessageNet is a leading Australian mobile solutions provider.

## PRODUCT NEWS

### Mobiqa's Latest Innovations

Mobiqa is continuously enhancing its product set to match and exceed the expectations of the rapidly-developing mobile content market. Our research and development roadmap aims to keep our patented technologies as the best available.

Recent product developments have included:

### MMS Optimiser Enhancements

Significant enhancements have been made to our patented Optimiser for delivering multimedia images along with the barcode. The MMS messages are adapted for each individual handset to ensure maximum reach and scanability.

### WAP Delivery

We have also recently added both WAP Push and Simulated WAP Push to our suite of mobile barcode delivery options. This significantly increases the coverage of markets and networks for our solutions, especially in the USA & Canada.

## MOBIQA EVENTS AROUND THE GLOBE

This year has seen an acceleration of events around the world using Mobiqa technology



Mobicode, our distributor in South Africa, teamed up with AXE and FHM magazine to offer mobi-tickets to the FHM 100 Sexiest Women in the World 2006 Party. Hundreds of hot-blooded blokes turned up to see the beautiful girls, watch the dancing, listen to bands and have a great time.

Access to the event was with a triple-redemption mobi-ticket, which allowed party-goers not only to enter the venue but also to enjoy their first drink at the bar free, and on leaving the party to receive a complimentary copy of the FHM 100 Sexiest magazine.

"The Mobicode offering is a great example of the new type of easy-to-use, convenient and timesaving services becoming available on your mobile phone.

Sending a mobi-ticket to a mobile phone offers many benefits, it is hassle-free with no paper to handle or misplace. It is also cheaper than printing or mailing tickets and coupons and it allows the precise tracking of usage," says FHM publisher, Kim Browne.

Mobicode managing director Ian Burgess said "Mobicode provided an efficient and effective solution at the FHM event that demonstrated the flexibility and power of mobi-tickets".

Place2Business (P2B) our distributor in Portugal is delivering the first retail mobi-coupon event in Portugal.



Customers at Pepe Jeans stores who spend over €200 receive a mobi-coupon to their mobile that gives them a 10% discount on a subsequent purchase. To-date the response has been a highly impressive 30%, and Pepe Jeans are looking to extend the mobi-coupon offer across other stores in the near future.

## Get Rich in Richmond

Mobiqa has recently delivered a unique promotion under the banner of 'Get Rich at Richmond'. Designed to increase footfall at the Richmond Shopping Centre in Londonderry, the campaign has been a great success.

Encouraged by a mix of press and radio adverts the public were asked to text-in to request a bar-coded competition entry sent to their mobile. The Mobiqa Competition Platform was used to scan customer's entries at the Richmond Centre to determine if they were a winner.

Each winner was given a voucher to spend in the centre. Costing significantly less than conventional marketing, the competition was also much better at tracking the success of the marketing spend.

## Three in a row! Mobicode wins more awards

This year Mobicode won the **Best Messaging Application for Business** category at the third annual **Global Messaging Awards** in London.

Our mobi-ticket solution for the Red Bull Railstorm held in Trafalgar Square last November gained the award taking our total Global Messaging Awards wins to three!



For the Red Bull Railstorm, mobi-tickets were the only form of tickets available solving the problem of sending paper tickets at short notice to the winners of the Red Bull ticket ballot. 8000 people attended the event.

"When SMS started no one envisaged that barcodes would end up being used. Mobi-tickets is a good example of how mobile can be used to improve event management," said Mike Short, Vice President of R&D at O2 and one of the judges for the awards.

Also this year we won the prestigious **NMA Special Award for Innovation** for our mobi-pass(tm) product.



NMA judges liked "the fact that Mobicode offers a brand new way of delivering tickets, cutting out touts". They added "the invention solves the whole identity-card problem and could be used for things such as football matches and airline tickets", and that "the simplicity of the application will ensure its commercial success".



July 2006

## TV Picks up on Mobiqua

We have recently featured in national TV programmes in the USA, the Middle East, and on ITV and SKY TV in the UK. If you want to see what they said about us look on our web site under NEWS, and click on Mobiqua

Press <http://www.mobiqua.com/press.html>



## Mobiqua's international expansion continues

To handle the huge level of interest in Mobiqua's products in the world's largest market, Mobiqua has appointed Jim Barczak as Business Development Manager for North America. Jim has over 10 years experience in selling ticketing solutions for the major providers and will focus on the opportunity to deliver the 1 billion tickets produced annually in the USA and Canada as mobi-tickets.

Also following the opening of our Hong Kong office in January, Mobiqua has appointed Alfee Chow as our Customer Support Manager there. He will be supporting both current and new customers as well as partners in the Asia Pacific region.

Finally, Alex Eachus has joined our business development team to handle mobile-ticketing opportunities in Europe. Alex has over 10 years experience in the ticketing and media industries.

To see our technology in action, why not visit us at one of the forthcoming events:

**International Association of Assembly Managers** combined trade show with National Association of Concessionaires, San Antonio, Texas - August 4-8

**Mobile Content World**, London - September 19-21

**3GSM Asia**, Singapore - October 16-20

**Mobile Entertainment Market Asia**, Singapore - November 1 & 2

Contact Mobiqua on:  
Tel: +44(0)131 225 3141  
Email: [info@mobiqua.com](mailto:info@mobiqua.com)  
[www.mobiqua.com](http://www.mobiqua.com)

mobiqua  
mobile barcode solutions

