



WELCOME

Welcome to the Mobiqa Newsletter!

The big news for Mobiqa this issue is our launch in Canada at 'Molson Canadian Rocks Revealed' with our partner MyThum. This marks the first time mobi-ticket™ technology has been used in Canada for an event of this kind and it is also the first time WAP Push has been used to deliver mobi-tickets in Canada.

Overall, Mobiqa continues our impressive global expansion having completed deals with Vista Entertainment, a world leader in cinema ticketing solutions, iMode Corporation in the Philippines and the fast growing ticketing organisation SeatAdvisor who have a worldwide client base including Europe, Canada, Australia, South America and the U.S.

Mobiqa's patented barcode technology is now operating in 30 countries around the world and these deals demonstrate how mobi-tickets and mobi-vouchers™ are being adopted by some of the world's ticketing and retail giants.

Since July of this year, Mobiqa and our worldwide partners have successfully run a number of exciting events and promotions. We have recently delivered an innovative promotional beer campaign for Arsenal Football Club at the Emirates Stadium. O2 are offering their subscribers free pints of beer at this state-of-the-art venue for all Arsenal home matches throughout the Premiership season. As part of Vodafone's TBA gigs last month, mobi-tickets were used by music fans to see The Killers at the Electric ballroom in Camden and for VIP access to the inaugural Vodafone Live Music Awards held at the Roundhouse in London. These and other events we have run reinforce our position as the company with the experience to ensure that your events succeed.

Handset reach is the other key to the successful delivery of these events. Our patented Optimiser technology has been considerably enhanced enabling branded barcoded messages to be delivered to an even wider range of phones through MMS or WAP Push as well as SMS. This makes us the clear market leaders.

I hope you find this newsletter interesting. If you would like any more information, please call or email.

Ronnie Forbes, CTO Mobiqa Ltd



News

'Molson Canadian Rocks Revealed' Billy Talent as Headline Band

Molson's highly secretive 'Molson Canadian Rocks Revealed' event kicked off in October at the Phoenix Concert Theatre in Toronto with Billy Talent as their coveted headline band.



As well as the secret line-up, tickets for this sell-out event also generated a huge amount of interest as this is the first time ever mobile ticketing has been used for an event of this kind in Canada. MyThum, Canada's leading mobile media company worked with organisers of Molson Canadian Rocks Revealed to deliver mobi-tickets for the concert.



Fans were able to get their hands on a pair of mobi-tickets by entering the competition: 'Guess the Band, to Score Free Tix to the Show.' Clues were released about the secret band and those who guessed correctly, won a pair of tickets. The mobi-tickets were sent to music fan's phones using WAP Push.

Paul Lipson, Brand Manger of Molson Canadian explained, "Molson Canadian Rocks Revealed generated a lot of interest and buzz among our target consumers and we are proud to be the first company in Canada to use mobi-tickets as a ticketing platform for a live music event. We hope to continue working with MyThum and using Mobiqua's technology in the future as we continue our involvement in live music and sporting events."

Mobile Phones for the Movies

Vista Cinema Solutions are world leaders in cinema software, providing major cinema chains such as Vue and Cineplex, with advanced ticketing capabilities in over 20 countries around the world.

Vista has completed a deal with Mobiqua allowing their cinema tickets to be sent directly to mobile phones.



This mobi-ticket option provided by Vista will offer a convenient new delivery channel for the cinema, minimising queues at the box-office and automated ticket machines.

Using mobi-tickets will also help to streamline entry into theatres providing more time for customers to visit concession stands and view the promotions for upcoming events.

Murray Holdaway, Chief Executive of Vista Entertainment says, "The integration of Mobiqua's solution with Vista is being implemented due to the level of interest in mobile ticketing being shown by our clients around the world. We are really excited to be working with Mobiqua on this project as their experience in mobile ticketing is second to none."

O2 Treat their Subscribers to Free Beer at the Emirates Stadium

With a capacity of 60,000, Emirates Stadium is the second largest stadium in the Premiership and boasts 13 bars on the lower concourse. As a principal sponsor of Arsenal, O2 want to offer treats to their customers when they attend Arsenal home Premiership matches.

O2 have teamed up with Mobiqua, the world leaders in mobile ticket and mobile coupon solutions, to deliver an exclusive beer promotion for O2 customers.

Carlotta Calleri Zavanelli, Head of Sports Sponsorship, O2 UK comments: "This is a fantastic opportunity to reward O2 customers who are Arsenal fans in an innovative and unique way."

Nick Harford, Partnership Manager, Arsenal FC explains, "We're excited to be working with our long-term partner O2 and Mobiqua in order to run this promotional campaign at Emirates Stadium. The venue is one of the most technologically advanced in Europe and the use of mobile technology and mobi-vouchers will compliment the state-of-the-art facilities very well."

mobi-tickets for SeatAdvisor's World Wide Client Base

SeatAdvisor Inc. has entered into partnership with Mobiqua to provide the benefits of mobile ticketing technology to their SeatAdvisor Box Office (SABO) ticketing system.



SeatAdvisor's client base is extensive, providing ticketing services to the U.S., Canada, Europe, Australia and South America making this a truly global agreement. The announcement of the deal with SeatAdvisor was made at the IAAM/NAC joint conference and tradeshow in San Antonio in August of this year.

Brent Miller, SeatAdvisor's President and CEO explains, "SABO has proved itself as the ideal solution for the live-event box office ticketing market. Our clients are quickly realising the need to offer consumers the added convenience of mobile ticket delivery. We are excited to be working with Mobiqua to offer this service as they have established themselves as the leader in this space."

mobi-tickets Used at The Killers and for VIP Access at the Vodafone Live Music Awards

Last month over 1,200 music fans used mobi-tickets to see The Killers at the Electric Ballroom in Camden as part of Vodafone's TBA gigs.



Fans were asked to request a ticket to the event and the lucky winners were sent a mobi-ticket containing a unique barcode which was scanned at the Electric Ballroom to allow entry.

The TBA gigs were a series of spontaneous gigs held at venues across the UK culminating in the Vodafone Live Music Awards at The Roundhouse in London. Fans could get their hands on VIP mobi-tickets for this star-studded awards ceremony by voting on the Vodafone Live Music web or WAP site as well as through SMS competitions that were run across radio stations.

Vodafone's inaugural Live Music Awards proved to be an electrifying event, attracting a high calibre of artists including the Automatic, Take That, Dirty Pretty Things, Razorlight, Boy George and many more.

MyThum Interactive Brings Mobile Marketing to Canada

This August saw MyThum Interactive, Canada's leading mobile media company, sign an agreement with Mobiqa in a bid to take their mobile marketing technology to the next level. MyThum customers include many of Canada's leading media and consumer brands. This deal will enable them to distribute redeemable mobi-coupons and mobi-tickets direct to the mobile.

President of MyThum, Michael Carter commented, "The delivery of a scannable mobile barcode solution opens virtually limitless possibilities for our customers. This will dramatically accelerate the development of the mobile phone as a media and marketing channel."



MyThum helps brands and broadcasters to build direct relationships with consumers through their mobile phone. The combination of Mobiqa's technology and MyThum's market leadership will ensure the successful implementation of these new marketing tools leading to improved customer relations.

Mobiqa Provide Complete End-To-End Mobile Ticketing Solution

To compliment their range of world leading ticketing technology redemption applications, Mobiqa have entered into partnerships with two leading suppliers of scanning solutions: Mbarc Newland Ltd and Symbol.

Based in the Netherlands, Mbarc are industry leaders in providing scanning hardware. Mbarc designs, develops, assembles, sells and services ready-to-use validation hardware for 1D and 2D barcodes.

New York-based Symbol has led the way in providing high quality scanning hardware and integrated enterprise mobility solutions for over 30 years.

This deal with Mbarc and Symbol allows Mobiqa to offer their clients a complete service where the software and hardware needed for complete mobile ticketing capability is delivered by one provider. This is intended to supply a more convenient service when operators plan to use mobi-tickets at events or promotional campaigns.



Mbarc M2 Mobile Ticket Validation Kiosk



Symbol MC50

Discounts on iPods for TeleFinland Customers

Mobiqa's partners in Finland, Funvision have completed another successful promotional campaign with TeleFinland.



TeleFinland offered their customers a discount on iPod Nanos using mobi-coupons™. This offer was advertised on customer's phone bills and sparked an enthusiastic response resulting in a significant increase in iPod Nano sales.

Funvision received such good feedback from customers, retailers and operators that this campaign will be run again in the lead up to Christmas where mobi-coupons will be offered for all iPod model types.

mobi-tickets to Tango in Finland

Occurring annually for 22 years, Tangomarkkinat in Finland is one of the biggest dancing events in the world, focussing mainly on Tango and attracting 1.8 million visitors. Part of Tangomarkkinat that targets the younger dancing population is Bilepuisto, which offers more contemporary dance music.



This year, to encourage younger dancing enthusiasts to get into the party spirit, Mobiqa's Finnish partner, Funvision, offered mobi-tickets to attend Bilepuisto. These tickets were available through premium SMS and offered a cheaper alternative than buying tickets through the box office, encouraging the more money-conscious customers to use mobile ticketing.

Using mobi-tickets to drive the younger demographic to Bilepuisto was an enormous success with a significant number of customers opting for this ticketing alternative.

PRODUCT NEWS

Evolving Core Mobiqa Platform

The past three months has seen significant developments in Mobiqa's technology. Mobiqa have released V3.3 which is an upgrade to the existing core platform offering exciting new functionality. Release V3.3 now offers enhanced MMS and WAP Push capabilities, event management features and simpler installation.

WAP Push and MMS Optimiser Enhancements

The next phase of our patented Optimiser enhancements is complete. The main focus has been on sending branded barcoded messages using MMS and WAP Push to phones. The amount of text accompanying the message has also been greatly increased and, for WAP Push, automatic handset model discovery has been implemented to detect the model automatically. All of this increases our market lead in terms of handset reach.

New Offline Redemption Application

A version of the offline access control application has been developed to run on PDA scanners such as the Symbol MC50 and MC70. The PDA offline redemption solution was deployed at a number of events across the UK this summer including the hugely successful O₂ Wireless Festivals where 20,000 tickets were delivered to music fans in London and Leeds.

This application can run on a number of modes; Online, Offline, Standalone and Demo. The Online and Offline modes can be run with multiple PDAs on a WiFi network to support multiple access points at a venue and is also resilient to cases of network failure. The software will downgrade to Standalone mode to enable redemption to continue should connectivity fail.

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

INTIX, Houston, Texas, 30 January – 2 February 2007, stand 211

3GSM World Congress 2007, Barcelona, 12-15 February 2007, stand H69

ETT, Amsterdam, 7 – 9 March 2007, stand 20

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