



# mobiqa

## newsletter

April 2007

### Welcome to the Mobiqa Newsletter!

Since our last issue, Mobiqa has secured some exciting deals with two leading IT solutions companies resulting in successful and continued expansion in the ticketing sectors of the aviation, sports and live entertainment industries. Our strategic partnerships with Real Time Engineering, the UK's leading IT and aviation solutions consultancy, and Galathea STS, providers of the world leading enta software solution has provided Mobiqa with excellent opportunities to roll out mobi-tickets™ as a mainstream form of ticketing medium in several areas.



In recognition of our recent expansion and implementation of mobi-tickets over the past year, Mobiqa was acknowledged in the 'O2 50 to Watch, 2007', published by Real Business and produced to highlight the UK's top 50 companies™ to look out for within the mobile space to date.

Our partners have also seen great success in using mobi-tickets to power the admissions of large scale events. Berazy, our Swedish partners used mobile tickets in Gothenburg to attend one of the largest Boating Expositions attracting over 300 exhibitors and over 75,000 visitors. This was the first time ever mobi-tickets were used at an event of this scale in Sweden. MindUp, our Norwegian partners were also the first in Norway to use mobi-tickets at ice hockey matches with plans to roll out mobile ticketing in several other large venues across Norway.

I hope you enjoy reading this newsletter, if you would like anymore information please visit us at [www.mobiqa.com](http://www.mobiqa.com).

Iain McCready, CEO, Mobiqa Ltd

### mobi-tickets: First for Norwegian Ice Hockey

Last month, our Norwegian partners, MindUp, successfully used mobile tickets for the first time in Norway to allow entry into an ice hockey match between the Stavanger Oilers and Storhamer.



MindUp worked with Billett24 who are behind the ticketing systems for many Norwegian hockey clubs, local theatres and Norway's third largest amusement park. All of these venues will have mobile ticketing

capabilities by the end of the month.

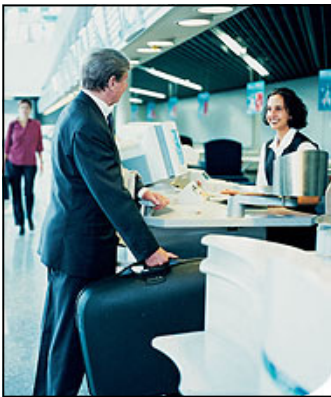
Gunnar Liknes, Operations Manager of Billett24 comments, "The match yesterday went really well for both Stavanger Oilers and the ticketing system. There were more than 1,700 spectators and all of them had to get their tickets scanned at the entrance. Both the spectators and the crew were very satisfied with the mobile tickets and everything went according to plan."

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## RT Engineering Uses Mobiqua's Technology to Deliver Airline Boarding Passes to Mobiles

In March, Real Time Engineering launched "RT-MobiTicket", delivering IATA-compliant 2D boarding passes directly to passengers' mobile handsets.



RT-MobiTicket uses patented mobile technology from Mobiqua to encode a passenger's details within an industry standard 2D barcode, which can then be read directly from the mobile handset by existing scanners recently installed in airports for the paper-based print-at-

home boarding cards. The new solution removes the need for passengers to carry any type of paper-based boarding pass and means that passengers checking in at home, in hotels or at conference centers no longer need to find a printer to produce their boarding pass.

Glasgow-based Real Time Engineering, the UK's leading aviation and IT solutions consultancy, is widely recognised for pioneering solutions to remove bottlenecks within airports. The company's successful boarding card scanning solution, RT-Scan, is already in operation across a number of UK and European airports.

Alastair Deacon, Real Time's technology manager explains, "The launch of RT-MobiTicket ensures that passengers always have their boarding passes available. RT-MobiTicket also provides airlines with opportunities to enhance their passenger service through mobile updates or to generate additional revenue from premium check-in services."

RT-MobiTicket means that airlines will use MMS technology to deliver boarding passes directly to the passenger's mobile phone. Mobiqua's technology ensures

that the boarding pass and 2D barcode are dynamically sized for every mobile phone handset, PDA or Blackberry on the market, meaning that the tickets can be easily scanned and read.

RT-MobiTicket follows all airline industry standards and can support all major 2D barcode formats. The service can be integrated simply into any airline website using secure XML web services, providing instant and guaranteed delivery to the passenger's handset. There is no requirement for airlines to implement any direct links with mobile networks.

The RT-MobiTicket service is available now and was officially launched and demonstrated at the Passenger Terminal Expo in Barcelona on the 27-29th March.

## Mobiqua Make it a 2nd Year in the 'O2 50 to Watch in Mobile'

For the second year running Mobiqua has made the 'O2 50 to Watch in Mobile'. This important recognition by the mobile industry highlights the future faces of mobile companies in the UK which are compiled by a panel of independent judges.



Sponsored by O2 and published by Real Business, the companies in the 'O2 50 to Watch' cover a broad range of mobile services and uses. Together, they have combined revenues of £1 billion illustrating the significant part the mobile services industry plays in the UK economy.

The 'O2 50 to Watch' were selected from a list of hundreds of companies by a panel which included: Ken Blakeslee, Chair of WebMobility Ventures, Christina



Domecq, Founder of Spinvox, Stephen Pritchard, Real Business Magazine, Mike Short, Chair of the Mobile Data Association and Eden Zoller, Principle Analyst of Ovum.

On being chosen, Iain McCready, CEO of Mobiqa commented, "Mobiqa are thrilled to once again be chosen as one of the 50 to Watch in Mobile. With our expansion into the transport and sports sectors and other exciting business developments, Mobiqa and the other O2 50 to

Watch in Mobile are certainly demonstrating how UK companies are pioneering the evolution of the mobile industry."

## Galathea STS Offer mobi-tickets to Their Worldwide Client Base

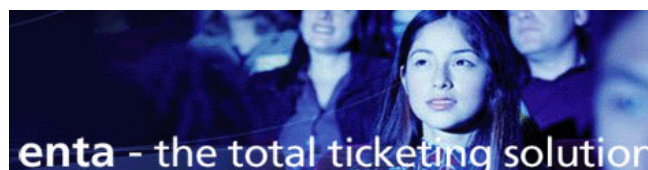
Galathea STS, providers of enta, the industry leading software solution for the sport and entertainment ticketing industry, has entered into a strategic partnership with Mobiqa. This important deal will allow users of enta software the added benefit of

*"We look forward to offering a complete mobile ticketing service working with Mobiqa to provide cutting edge solutions to change the face of ticket delivery."*

to their customers. The enta solution is used by more than 540 entertainment and sports businesses across 23 countries and contains unsurpassed event ticketing, season ticket, subscription, membership and marketing functionality. Seamlessly

integrated with industry specialists and the latest technology, including access control, enta features a comprehensive suite of marketing tools to enhance customer relationship management.

Mobile ticketing capability will be a valuable addition to the enta solution offering the convenience of being able to receive tickets direct to the mobile phone.



mobi-tickets are widely recognised as the future of ticketing as they offer numerous benefits over their paper counterparts. mobi-tickets are cheaper than printing and distributing paper tickets, they are easily reissued if lost or deleted and they save the customer queuing at box offices as they are delivered almost instantly after purchase.

Richard Leggatt, MD of Galathea STS explains, "As a technology market leader, we are constantly striving for ways to bring innovation to the enta software solution. mobi-tickets adds extra flexibility to the enta offering, enabling our clients to improve their customer service through the choice and convenience of mobile ticketing. We look forward to developing our partnership with Mobiqa, working together to provide cutting edge solutions to change the face of ticket delivery."

## Mobile: Your Ticket to the Boat Show

In February, our Swedish partners Berazy delivered mobile tickets to thousands of boating enthusiasts who attended the Boat Fair in Gothenburg. This was the first time mobile ticketing was used for an event of this size in Sweden.



As pre-bought tickets were sent as an SMS to guests' mobiles and because 9 out of 10 alarms at sea are raised using a mobile, "Dont Forget your Phone!" was the message to visitors at the Boat Show.



Bengt Wallin who is responsible for organising the Boat Fair comments, "Its really clever. In cooperation with Berazy, the Swedish Fair is offering tickets directly to your phone. The tickets are ordered and paid for by using the internet and thereafter an SMS ticket is sent that contains a barcode and a unique number. When the visitors arrive, the message is read by a scanner at the entrance. This is something that will reduce queues and decrease the risk of leaving your ticket at home. We're trying to make it easier for visitors to come here and this is a step in the right direction."

## Chiltern Railways Sees Exponential Sales with their 1,000th mobi-ticket Customer

In February Chiltern Railways celebrated their 1,000th passenger to use a mobile phone E-day ticket. E-day ticket is a £5 fare from Birmingham to London which can only be bought from the Chiltern Railways website 24 hours in advance of travel.

Passengers have been making the most of this innovative development in ticket technology since it launched in December last year. Helen Dunn from Stourbridge was the lucky 1,000th passenger to use the mobile phone E-day ticket, she comments, "It is so convenient and such a novelty to have your ticket sent to your mobile phone. I will definitely be using this service again."

Neil Micklethwaite, Commercial Director for Chiltern Railways said, "Its great to see passengers like Helen Dunn, satisfied with mobile phone ticketing. There are many benefits to mobile ticketing but the most important to mention is that it's simple and convenient



providing lower cost tickets for our passengers giving the customer even further value for money. We are proud that we are the first train company in the UK to provide our passengers with this service."

**To see out technology working, why not come and visit us at one of the forthcoming events?**

**Tickets.com User Group Summit**, Missouri, 9 - 11 May.

**VMA Conference**, Gold Coast Australia, 27 - 30 May, Tickets.com stand 11

**Cinema Expo International**, Amsterdam, 25 - 28 June.

**Contact Mobiqua On:**

**Tel: +44 (0)131 225 3141**

**Email: [nfo@mobiqua.com](mailto:nfo@mobiqua.com)**

**[www.mobiqua.com](http://www.mobiqua.com)**