



mobiqa

newsletter

June 2007

Welcome to the Mobiqa Newsletter!

The past two months has seen Mobiqa realise some phenomenal milestones leading to a number of exciting ventures in partnership with some of the biggest names in the world of sports, retail and live events. After securing a deal with Tickets.com - the premier event ticketing solutions and services provider for thousands of worldwide entertainment and sports venues, and Major League Baseball Advanced Media (MLBAM), mobile ticketing has been successfully rolled out for three of the League's clubs with additional teams to follow.

As an Edinburgh-based company, Mobiqa was proud to provide mobile ticketing solutions to Edinburgh's Murrayfield stadium for Party on the Pitch and are to set to continue to offer mobi-tickets for future live music concerts including Bryan Adams and Party on the Pitch 2 next month. Following the success of mobi-tickets at last year's Vodafone TBA Gigs, Mobiqa will be supplying this service to this year's series of gigs which kicked off with Amy Winehouse in Bristol.

I hope you enjoy this month's edition, for more information about Mobiqa, please visit us at www.mobiqa.com.

Ronnie Forbes, CTO, Mobiqa Ltd



MOBILE TICKETS A HIT FOR MAJOR LEAGUE BASEBALL!

Following the highly successful roll-out of mobile ticketing capabilities for three Major League Baseball clubs, mobile ticketing is to be adopted by additional teams in the coming months.

Mobiqa, Tickets.com Inc. and Major League Baseball Advanced Media (MLBAM) are providing this technology called 'Tickets@Phone' to baseball fans. 'Tickets@Phone' adds to Tickets.com's existing ticket delivery methods including Tickets@Home and automated kiosks.

'Tickets@Phone' will provide multiple



redemption opportunities; granting access into a venue while also potentially delivering a coupon to a mobile phone that can be redeemed for concessions. After 'Tickets@Phone' was made available to the Washington Nationals, the Oakland A's and the Pittsburgh Pirates, the response to this innovative form of ticketing has been phenomenal. Baseball fans have been eager to try out this convenient new ticket delivery option and have commented on the advantage of no longer having to line up at the ballpark to collect their paper tickets.

Larry Witherspoon, CEO of Tickets.com explains, "We are delighted to offer this

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innovative ticket functionality to our customers. The feedback from them has been great and we consider "Tickets@Phone" to be an essential component of our customer service."

Iain McCready, CEO of Mobiqa comments, "It is great that Baseball fans can now take advantage of a more convenient means of ticketing when attending games. This is an exciting and easy to use service which has been used with great success in the UK and Europe and it is fantastic to be able to offer it in the U.S."

MLBAM is the internet and interactive branch of Major League Baseball (MLB) and operates the official web sites for the League and 30 of the League's clubs which draws 4 million hits per day. MLB have an enormous following with over 110 million tickets issued to fans attending Major and Minor League baseball games each year. Tickets.com is a subsidiary of MLBAM and a leading provider of integrated ticketing solutions and service provider for thousands of worldwide entertainment and sports venues.

Techno Tickets for Murrayfield Concert Goers

People attending concerts at Murrayfield Stadium this summer will have the opportunity to benefit from Mobiqa's mobile phone ticketing technology.

Gone are the days that concert goers need a delicate piece of paper to gain entry to a gig, now they can simply scan their mobile phone to see world class acts at Scotland's world class stadium.



Murrayfield Sports and Leisure Ltd (MSL), the company with exclusive rights to host live events at Murrayfield Stadium, has teamed up with Mobiqa to offer customers this easier option.

MSL's Managing Director, Dean Lewis said, "We want to make it as easy and convenient as possible for people to come and enjoy some of the world's biggest acts at Murrayfield Stadium this summer and youngsters in particular won't go anywhere without their mobiles nowadays so this is the perfect route

for us to take. mobi-tickets are also a cheaper option as the delivery charge is only £2."

UK's First Self-Service Scanner Fitted to Ticket Gates

In May, Chiltern Railways entered phase two of its mobile phone ticketing project following the success of the initial three month pilot during which 6,000 mobile phone tickets were sold.

Working closely with project partners Mobiqa, YourRail, Cubic Transport Systems (CTS) and ts.com, Chiltern Railways is the first rail company in the UK to offer barcodes on mobile phones as an alternative to paper tickets.

"I Love purchasing the E-day mobile phone ticket because it is convenient and I don't have to queue at the ticket office"

Phase two will see further automation incorporated into the project. Two scanning devices have been attached to the ticket gates at London Marylebone Station to allow passengers to scan their own phones and open the gates.

The scanners, developed by CTS, were installed in May and are already helping to save time for passengers with mobile tickets who had previously been reliant on a member of staff to open the gates for them.

Chiltern Railways Commercial Director, Neil



Micklethwaite said, "Our mobile phone ticketing pilot has been very successful from a technological point of view but more importantly, it has proved very popular with our passengers, with

over 99% telling us they would recommend it to a friend.

"We have listened to our passengers and what they want is a simpler, easier way to purchase tickets for their travel. Mobile phone ticketing means easier purchases, anywhere, anytime.

"Our high-tech gate technology was installed last week. The next stage looks at ways to expand this product to other areas along our route.

"Currently this technology is only valid with our popular E-day product, purchased exclusively from our website, allowing passengers to travel between Birmingham and Stratford-upon-Avon to London Marylebone for £5. We are now looking at ways to expand this technology across a range of our tickets, following strong support from our passengers.

"This new innovation comes in an age when virtually all rail passengers carry mobile phones and growth in both mobile communication and rail transport remains strong."

Bob Standen, who commutes from Leamington Spa to London Marylebone and is a regular Chiltern E-day passenger said, "I love purchasing the E-day mobile phone ticket because it is convenient and I don't have to queue up at the ticket office.

"It is a cheap way to travel and also means that I am more likely to remember my ticket. I don't leave my mobile phone at home whereas I was always forgetting my travel card."

Vodafone TBA Gigs 2007 Use mobi-tickets for a Second Year Running

For a second year, Mobiqua are delighted to be working with Enpocket to deliver mobi-tickets for the Vodafone TBA gigs 2007. This follows the outstanding success of mobile ticketing capabilities for the series of one off gigs at last year's TBA events where fans were treated to the likes of The Pussycat Dolls, Razorlight, The Killers, Snow Patrol and The Zutons at secret locations around the UK.



TBA is a series of spontaneous free gigs by top bands in

cities around the UK, starting in April, with one each month, culminating in the Vodafone Live Music Awards later in the year. Throughout the 2006 gigs, thousands of fans used their mobile phones to gain entry to these events after receiving their mobi-tickets. This year TBA again makes use of Mobiqua's innovative mobile ticketing technology and kicked off with a sell-out gig from Amy Winehouse at Circomedia, St Paul's Church, Bristol.

Cutting Edge Concert Uses State-of-the-Art mobi-tickets

Bacardi B-LIVE is a 25 country, global event, delivering one-of-a-kind, cutting edge concerts featuring an eclectic mix of talented artists. From the 25 countries, Thailand

"It's great that a major international brand like Bacardi is the first to fully embrace the concept of mobile ticketing"

was unique in offering gig-goers an extra special concert experience as this was the first time ever that mobile phone tickets were used for a concert in this country.

Mobiqua and their Thai partners; Mobile Solutions supplied Bacardi B-LIVE with mobile ticketing capabilities for the event. Music fans were able to

see Thailand's leading brands and top DJs by receiving tickets to the concert on their mobile phones.

John Charlesworth, MD of Mobile Solutions comments, "It's great that a major international brand like Bacardi is the first to fully embrace the concept of mobile ticketing in Thailand. We believe that paperless ticketing is the way of the future here. We want to eventually move payment onto the mobile too so



you can get an SMS alert about an up-coming event, buy and receive tickets via your phone and simply show the mobi-ticket to gain access."

Mr Sompong Choakpibulkam of Bacardi (Thailand) Ltd said, "Bacardi B-LIVE in Pattaya, is part of Bacardi's international musical extravaganza and features cutting edge music. Mobiqua's mobile ticketing is exactly what we wanted, a cool, cutting edge solution in tune with today's mobile generation."

Mobile Tickets Takes Main Stage at O2 Wireless Festival

After setting a world record last year, O2 have doubled their sales of mobi-tickets for the O2 Wireless Festival with £200,000 worth of mobi-tickets sold.

The Festivals, being held in London and Leeds this month will feature four days of live music including the sensational White Stripes, Faithless, Kaiser Chiefs and Daft Punk.

O2 Wireless takes place in one of the capitals green spaces and is committed to making the Festival greener across the whole organisation. In this frame of mind, mobi-tickets are the perfect method of delivering concert tickets to fans, dramatically reducing paper usage.

Mobile ticketing saves festival goers money on their booking and delivery fee as well as providing a more environmentally friendly solution to traditional paper tickets.



Stuart Galbraith Managing Director, Live Nation, said: "Mobile phones have become even more integral to people's lives, providing a host of information readily available at their fingertips. Mobile ticketing provides the consumer with an effective tool to prevent ticket touting and above all else is an environmentally friendly way to enjoy their favourite concerts. We strongly believe that mobile ticketing will contribute to the evolution of the music industry and establish itself as the future of consumer ticketing."

In addition to barcode entry to the festival, O2

customers can also access O2's exclusive blueroom at both the Leeds and London sites by simply texting 'LONDON' or 'LEEDS' to 60202.

In the blueroom, O2 customers will be able to enjoy their own private stage where the hottest undiscovered acts will showcase their music direct to fans. An interactive music video installation called GRIDIO will offer music lovers the opportunity to create their own video clip. Pressure sensors on a grid detect peoples' movements, which in turn



trigger multiple simultaneous audiovisual clips on a large plasma screen for all to see. The finished masterpiece is then downloaded onto their handset.

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

Public Transport Mobile Generation, Birmingham, 19 June, stand 15

Cinema Expo International, Amsterdam, 25 - 28 June, stand 109.

INTIX Summer Conference, San Diego, 8 9 July.

IAAM, Salt Lake City, 20 - 24 July, stand 609

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