



mobiqa

newsletter

November 2007

Welcome to the Mobiqa Newsletter!

The past couple of months have seen some exciting activity within the airlines, sports and live events sectors for Mobiqa. Ticketmaster announced that mobi-tickets™ will be used for customers attending events at the MEN Arena in the UK and Tickets.com in the U.S. have rolled out mobi-tickets for patrons of the Royal Oak Music Theatre - the first venue in the U.S. to offer mobi-tickets to their customers.

mobi-tickets saved the day this month when postal strikes caused chaos in the UK. Rugby League fans wanting to attend the Scotland vs. Wales World Cup Qualifier were able to receive their ticket on their phone rather than wait to see if their ticket would turn up in the post. Mobiqa also received a European Patent grant for their crucial Optimiser technology. This ensures that mobi-ticket, mobi-pass™ and mobi-coupon™ content is properly optimised for each mobile device giving the best reach and the best customer experience possible.

The International Air Transport Association (IATA) announced a global standard that paves the way for global mobile phone check-in using 2D barcodes. Mobiqa, an IATA strategic partner, are offering an innovation in airline boarding with mobi-pass (a mobile barcoded boarding pass) and are already offering this service to several airlines.

For more information, please visit us at www.mobiqa.com.



Iain McCreedy, CEO, Mobiqa Ltd

Ticketmaster Help the MEN Arena go Mobile

Ticketmaster and the Manchester Evening News Arena, the world's busiest indoor concert venue, is launching a new ticket delivery service: MobileTicket. Fans booking for *Strictly Come Dancing* will be the first to benefit from the new service that enables consumers to receive tickets on their mobile phones.

Consumers can choose the service as a delivery option online at the men-arena.com and Ticketmaster.co.uk, and a 2D unique barcode is generated and sent within 24 hours of purchase. Staff at the Manchester Evening News Arena will be able to scan the customer's mobile phone display with special handheld scanners using AccessManager, Ticketmaster's access control solution, which reads the unique barcode and validates tickets for entry in real time. The system deters counterfeiting or fraudulent use of tickets by identifying invalid tickets and denying access.

A resend facility is also available should consumers accidentally delete their

MobileTicket and lost or stolen tickets may be cancelled and replaced securely by invalidating the old barcode and re-issuing the new ticket.

Ben Williams, Commercial and Marketing Director for the Manchester Evening News Arena said, "As the world's busiest arena we are always looking for ways to enhance the experience of our customers. We are delighted to adopt the latest advance in technology provided by Ticketmaster and offer MobileTicket as a new ticket delivery option for our customers. Now viewers of *Strictly Come Dancing* will be able to receive a ticket for the live show as well as vote for their favourite competitor on the TV without leaving the comfort of their armchair!"

"We offer our clients the best in ticketing technology. MobileTicket offers greater convenience to consumers who no longer have to wait for their tickets to be delivered or worry about keeping track of paper tickets. Most importantly the unique



Inside this issue:

<i>Royal Oak Music Theatre Goes Mobile</i>	2
<i>mobi-tickets Rescue Rugby Fans During Postal Strikes</i>	2
<i>Patent Protection for Mobiqa's Optimiser Technology</i>	3
<i>IATA Standard Paves the Way for Global Mobile Phone Check-in</i>	3
<i>Norwegian Ice Hockey Roll-out mobi-tickets</i>	4
<i>See Us At...</i>	4

barcoding and access control system means it is secure and defers counterfeiting or fraudulent use" said Chris Edmonds, Managing Director, Ticketmaster.

Royal Oak Music Theatre Goes Mobile with Tickets.com

Tickets.com and the Royal Oak Music Theatre in Royal Oak Michigan are delivering mobile tickets to patrons' mobile phones.

Royal Oak Music Theatre is the first venue outside the sports world to offer ticket delivery to mobile phones from Tickets.com. Currently, six Major League Baseball teams are utilising the Tickets@Phone ticket delivery technology. This service was available starting with tickets purchased for the Morrissey performance on the 19th of October.



The 80-year-old art deco theatre is offering fans that purchase tickets online the ability to select the Tickets@Phone ticket delivery option to receive tickets on their mobile phones via a text message.

"The majority of our patrons are among the younger demographic who send and receive text messages several times a day," says Justin Miller, General Manager, Royal Oak Music Theatre. "We want to give them the opportunity to use the latest technology. Allowing Royal Oak patrons the ability to receive tickets on their cell phone does that."

In addition to the convenience of ticket delivery to a patron's phone within minutes of placing an order, each of these mobile tickets comes with VIP Entrance privileges. These privileges are given to the Tickets@Phone patrons as they arrive at the theatre for the event. There will be a separate entrance line for the Tickets@Phone patrons as well as priority entry for the General Admission shows.

"We're excited that Royal Oak is pioneering this new technology in the U.S. By doing so, the theatre is strengthening its commitment to its audiences' overall entertainment experience," said Brian Roberts, Vice President of Sales at Tickets.com

Originally constructed as a movie palace, the theatre has preserved its magnificent grandeur throughout the years. Royal Oak Music Theatre has played host to a long list of

"We want to give them the opportunity to use the latest technology. Allowing Royal Oak patrons the ability to receive tickets on their cell phone does that "

eclectic performers, including Billy Crystal, Robin Williams, Duran Duran, George Clinton & The Parliament Funkadelic, Hank Williams Jr., Iggy Pop and Donovan. Upcoming performances are scheduled by HIM, Gov't Mule, Pat Monahan, and Warren Miller's "Playground."

In addition to purchasing tickets online at www.royalookmusictheatre.com, music fans can also buy tickets over the phone at (248) 399-2980, at select Meijer locations throughout Michigan, at Record Time stores in Ferndale and Roseville, or at the Royal Oak Music Theatre box office.

mobi-tickets Come to the Rescue of Scotland Rugby League Fans

Mobile tickets have come to the rescue of rugby league fans who have failed to receive their tickets in time due to the recent postal strikes. Fans have been left stranded without



tickets for the Scotland vs. Wales World Cup Qualifier on the 4th of November due to the postal strikes which have affected the whole of the UK in recent weeks.

Mobiqa are providing the mobi-ticket delivery service to the Scotland Rugby League for their fans so they can attend the game. Adults are

prompted to purchase their tickets for the game by texting 'TICKET' to a shortcode and under 16s can get hold of their free tickets to the match by texting 'SRL' plus the make of their mobile phone (e.g. SRL NOKIA) to a shortcode. A mobi-ticket is then delivered straight to their mobile phone. Match-goers present their mobi-ticket at Old Anniesland ground where the barcode is scanned to allow for entry.

This ground-breaking service is the ultimate in convenience for fans and completely solves any postal problems which

sending traditional paper tickets may face. mobi-tickets are purchased and received on the mobile phone meaning an end to queuing at the stadium for tickets or waiting for the tickets to arrive in the post.

Angus McNab, Sponsorship Director of Scotland Rugby League says, "The current Postal strikes have caused nightmares for rugby league fans waiting for tickets for the Super League Grand Final and those attending our international in Glasgow on November 4th. mobi-tickets are a fantastic solution to this problem. I am sure they will add to the match day experience as we are offering fans something unique. In addition to this, it is great for Scotland Rugby League to be supported in this way by a Scottish Company who are leading the way in their chosen field."

Iain McCready, CEO of Mobiqa comments, "Postal strikes and delays are exactly the type of situations mobi-tickets were designed to solve. Delivery of tickets to mobile phones bypasses postal inefficiency and enables hundreds of rugby fans to enjoy a game they may not have otherwise been able to attend. We hope the fans enjoy using mobi-tickets as it adds convenience and an exciting element to their match-going experience."

Patent Protection for Mobiqa's Critical Optimiser Technology

Mobiqa's world leading position as the pioneer of mobile barcode ticketing has just been reinforced by the granting of a European patent. The patent is also expected to proceed to grant in all other major countries and regions worldwide.



The patent is based on the Optimiser technology which tailors the barcode and content of a mobi-ticket or coupon, based on the handset make and model and the delivery method used (SMS, MMS or WAP). This optimisation is crucial to delivering quality, scannable barcodes to the maximum number of handsets in order to provide a great consumer experience. The consequence of not optimising adequately is either undelivered messages, error messages or corrupted or unscannable barcodes. These issues lead to large volumes of customer service issues either at the point of sale or redemption and consequential

brand damage.

The patent granted to Mobiqa covers the optimisation of the barcode and associated content based on the device characteristics such as display resolution and the delivery method. Delivery methods include SMS, MMS and WAP and the content includes the barcode, text and optionally rich media such as logos, images, audio and video.

IATA Standard Paves the Way for Global Mobile Phone Check-in



The International Air Transport Association (IATA) announced a global standard that paves the way for global mobile phone check-in using 2D barcodes.

"Passengers want the convenience of self-service options in a paperless environment. This standard is an important step in getting rid of paper that bogs down processes and drives up costs," says Giovanni Bisignani, IATA's Director General and CEO.

The IATA standard uses existing codes: Aztec and Datamatrix which are used extensively in Europe and North America; and QR which is widely used in Japan. All three are proven technologies and can be read by a single scanner type that is cost effective and readily available globally.



Mobiqa, an IATA strategic partner, provide mobi-pass; an innovation in airline boarding which incorporates an IATA compliant barcode that is sent directly to passengers' mobile phones. mobi-pass represents

a huge advance in boarding and check-in efficiency and versatility and offer huge benefits to airline operators and passenger without compromising airport security.

Mobiqa are already working with several airlines to provide mobi-pass to their passengers. They are cheaper than printing

and handling ATB2 boarding passes, they reduce queues at check-in, improve airline CRM and are environmentally friendly.



Chiltern Railways Announce their 25,000th mobi-ticket Passenger

Following the expansion of routes and tickets which offer the mobile ticketing service, Chiltern Railways have announced their 25,000th mobi-ticket passenger.

In August, the daily quota of mobi-tickets doubled with an allocation of new ticketing options introduced from Birmingham, Banbury, Bicester North and Great Misenden.

Chiltern Railway's mobile ticketing service is the first of its kind in the UK and has been provided by YourRail, ts.com, Cubic Transportation Systems and Mobiqua.

Mobile Tickets for Bacardi B-Live Chiang Mai

For the second time this year, Bacardi (Thailand) chose to give gig-goers a cool, exciting way of getting their tickets for the latest Bacardi B-Live music event in the northern Thai city of Chiang Mai.

B-Live Chiang Mai, part of Bacardi's on-going 25-country, global music extravaganza delivering one-of-a-kind, cutting edge music events, featured an eclectic mix of talented artists.



Mobiqua and their Thai partners; Mobile Solutions, supplied Bacardi B-Live with mobile ticketing capabilities for the event. Music fans were able to see local stars such

as Dome, Gene Futon and Space Monkey by applying for tickets in a B-Live website and then receiving their tickets via SMS directly to their phones. Event goers simply presented their phone at the entrance to the gig where it was scanned to allow entry.

Ms Guntipa Goyavatin, Brand Manager of Bacardi (Thailand) Ltd commented, "B-Live in Chiang Mai, Thailand, was part of Bacardi's internationally known music events featuring a collaboration of big names and leading artists. It was a cutting edge event so we wanted everything about it to be cutting edge. Once again we chose Mobiqua's mobile ticketing as it provided us with a cool, high-tech solution in tune with today's mobile generation."

Norwegian Ice Hockey Roll-out mobi-tickets

Following the success of mobile ticketing for the Stavanger Oilers earlier this year, the majority of the National Norwegian ice hockey teams have adopted mobi-tickets for their games.



MindUp, Mobiqua's Norwegian partner and Billett24 have rolled out mobi-tickets for the 2007 - 2008 season for six out of ten national ice hockey league clubs, More and more spectators are using this service for each match and Billett24 have commented that

they are very satisfied with the excellent feedback from the clubs and their supporters. Their goal is to get the majority of spectators to use mobi-tickets.

Recently Mindup signed a new contract with Billettportalen who provide the tickets to the most prominent venues in Oslo including the Norwegian Opera, the National Theatre and the Ibsen Theatre.

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



World Telemedia, Prague, 8 - 9 November, speaking at *Crunching Numbers? Or Building Meaningful Customer Relationships*



Low Cost Airlines Congress, Singapore, 22 - 24 January 2008.



INTX, Chicago, 29 January - 1 February.

Contact Mobiqua On:

Tel: +44 (0)131 225 3141

Email: info@mobiqua.com

www.mobiqua.com