



mobiqua newsletter

September 2007

Welcome to the Mobiqua Newsletter!

Following our big announcement of a significant partnership with Major League Baseball Advanced Media in the last edition of our newsletter, we have secured another important deal with the one of the world's leading ticketing companies: Ticketmaster. This deal sees mobi-tickets™ become one of the delivery methods for a proportion of the 128 million tickets Ticketmaster sell across the globe.

In July Mobiqua delivered the first mobile tickets to cinema goers in Europe for Village Cinemas Czech Republic with Vista Entertainment Solutions. Uptake for this service has been a fantastic success with over a thousand mobi-tickets sold in the first month.

Mobiqua's continuing work with Chiltern Railways has been another important success with a celebration of the 10,000th mobi-ticket passenger in June and over 20,000 mobi-ticket passengers to date. To highlight Mobiqua's achievements for the Chiltern mobi-ticket initiative, we were honored to pickup a third Global Mobile Messaging Award in Monte Carlo.



I hope you find our newsletter an interesting read and if you would like more information, please visit us at www.mobiqua.com.

Don Cameron, Sales and Marketing Director, Mobiqua Ltd

Ticketmaster Deal Takes mobi-tickets to a Worldwide Audience

The recently opened 'O2' in the heart of London boasts an array of spectacular venues as well as state-of-the-art technology for lighting sound and security. As part of The O2's unparalleled customer offerings, they have adopted mobile phone ticketing which allows fans attending events at The O2 to receive their tickets on their mobile phone.

Mobiqua have secured a deal with Ticketmaster, the world's leading ticketing company

and official ticket supplier for The O2 to power the mobile phone tickets for its customers. Ticketmaster operates in 20 global markets selling more than 128 million tickets a year and will handle the millions of tickets for the many events planned for The O2. These events include a stunning line up of some of the world's best loved artists including Elton John, Prince, The Rolling Stones, Snow Patrol,

Justin Timberlake and Keane.

The O2 is a world class entertainment destination with an 11 screen cinema, exhibition centre, an entire street of bars, restaurants and leisure attractions and the O2 arena.



On utilising mobile phone ticketing for this amazing venue, Chris Edmonds, Managing Director of Ticketmaster UK said, "All of Ticketmaster's products,

technologies and services are designed to make the distribution of event tickets easy and convenient for consumers and help drive business for our clients. We pride ourselves on investing in and delivering the next step in ticketing to consumers and Mobiqua, as a leading innovator of mobile solutions, were the obvious partner to help us deliver MobileTicket, our mobile ticketing service."

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Barcodes for Blockbusters at Village Cinemas

Since July, film fans have been able to watch their favourite movies and see the latest blockbusters using their mobile phones to get into the cinema. Village Cinemas in the Czech Republic has become the first cinema chain in Europe to have the ability to deliver and redeem tickets on customers' mobile phones.



Village Cinemas, together with their strategic partners, currently operates over 1,000 screens around the world. Village Cinemas secured a deal with Vista Entertainment Solutions and Mobiqua to provide mobi-tickets to film goers as an exciting new service for their customers. Mobile ticketing capabilities are currently running in conjunction with the print-at-home and box office collection methods of ticket delivery.



Mobile tickets can be ordered through the Czech Village Cinema website - this process is very efficient with customers able to receive their tickets immediately after purchase.

Tomas Palicka, General Manager of Village Cinemas Czech Republic comments, "This innovative project is part of our long-term strategy to improve service and comfort for our movie goers. We hope the high quality and innovation of this service will attract lots of customers that are used to shopping online and use modern technologies."

Gothenburg: Access All Areas with mobi-tickets

This summer, visitors to one of Sweden's largest cities; Gothenburg, were able to take advantage of the 'Mobile Gothenburg City Pass'. Using the latest innovation in mobile technology, Gothenburg's tourists are able to receive a comprehensive pass to many of the city's attractions straight to their mobile phone.

The Gothenburg City Pass is available to order on the Goteborg.com website but now instead of using a card, tourists have the more convenient option of having their pass sent to their mobile phone in the form of a simple barcoded SMS message. The pass is valid for a set period of time and is activated the first time the barcode is scanned.

Mobiqua and their Swedish partners, Berazy, a world wide

distributor of mobile content in the entertainment business, have provided this capability for the Gothenburg city pass. The Mobile Gothenburg City Pass contains a barcode which is scanned at the venues of the city's attractions. This form of ticketing reduces the risk of leaving behind your pass and eliminates the need to collect a paper ticket. The mobile pass also reduces the operational costs of producing, handling and distributing a card pass.

The mobile city pass allows entry into some of Gothenburg's most popular attractions like the Liseberg, one of Europe's largest theme parks, Gunnebo House and Casino Comopol and also affords you free travel on public buses, trams and trains and archipelago boats. The pass also gives you pre-paid parking in payable council spaces and when presented at certain shops, you can take advantage of vouchers and special offers.



Niclas Josefsson, CEO from Berazy comments, "This is one of the first steps of presenting Göteborg to visitors in a way that no one else in the world has done before."

Chiltern Railways Sells 10,000th Mobile Phone Ticket and Extends Their mobi-ticket Reach

Since launching this January, Chiltern Railways has sold over 20,000 mobile phone tickets to passengers travelling between Birmingham and London Marylebone.

This is the first time this technology has been used in the UK rail industry and is proving to be a big favourite amongst passengers.

Lisa Kampta, Chiltern's 10,000th mobile ticketing passenger, said the new technology has made it very easy for her to purchase tickets and is looking forward to the technology becoming more



permanent. Lisa often travels from Birmingham to London (and vice versa) to visit friends and family and has only recently discovered E-Day.

She said, "This is the first time I have used the E-Day mobile phone ticket and I'm shocked I have never noticed such a super quick and value for money way to travel.

"Not only is it convenient to have the ticket sent direct to your mobile phone but it also offers a variety of times on when you want to travel

"I prefer to travel by train because it is a greener way to travel and I chose Chiltern Railways because it's a clean and reliable operator.

"This is the first time I have used the E-day mobile phone ticket and I'm shocked I have never noticed such a super quick and value for money way to travel "

"I was shocked when I found out I was the 10,000th passenger but it's such a privilege to mark this occasion with Chiltern Railways today."

The mobile phone ticket was only valid for Chiltern's £5 online E-Day ticket for journeys between London Marylebone and Birmingham Moor Street or Stratford-upon-Avon but

the mobile ticketing initiative has been such a success with now, over 20,000 tickets sold that the routes for which mobi-tickets are available have now been extended. The daily quota of tickets has been doubled with an allocation of mobi-tickets introduced from Birmingham, Banbury, Bicester North and Great Missenden.

Chiltern Railways Commercial Director Neil Micklethwaite said: " We have listened to our passengers and what they want is a simpler and easier way to purchase tickets for their travel. Mobile phone ticketing will mean easy purchases, anywhere, any time.

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

Mobiqa Takes a Third Global Mobile Messaging Award

For a third year in row, the mobile industry has recognised Mobiqa, the world leaders in mobile ticketing technology, at the Global Mobile Messaging Awards 2007.

Mobiqa picked up this prestigious award in June at the Gala Awards Dinner in Grimaldi Forum, Monte Carlo fighting off competition from strong contenders such as Bluecycle, TynTec and mBlox. Mobiqa won the award for Messaging

Application or Service: Business, with their Chiltern Railways mobile train ticket initiative.

In January, Mobiqa and Chiltern Railways embarked on the very first UK use of tickets sent to mobile phones for rail passengers travelling between Birmingham and London with Chiltern.



Popularity for this innovative ticketing

technology has soared among rail passengers, with Chiltern and Mobiqa recently celebrating their 10,000th mobile ticket sold and the extension of routes able to make use of this service.

The criteria for the Global Mobile Messaging Award 2007: Business included a demonstration of innovative and practical ways that enterprises have made the best use of mobile messaging in their business using this application. On being awarded the prize Ronnie Forbes, CTO and Founder of Mobiqa commented, "It is an honour to be presented with one of the industry's top accolades for our work with Chiltern Railways and their customers. We're really excited that our mobile ticketing solutions have proved a huge hit with the passengers and feel privileged that our achievements have been recognised tonight here in Monte Carlo."

Molson Canadian Rocks Revealed: mobi-tickets for Canada's Secret Parties

Molson Canadian Rocks Revealed is a series of highly secretive Flash Parties culminating in an exciting and exclusive gig. The first concert in Vancouver featured former Soundgarden and Audioslave lead singer, Chris Cornell on July 9th. The only way to see this was to receive a mobile phone ticket.



Chris Cornell fans received details on how to win tickets to the gig by texting 'REVEALED' to a shortcode. Once registered, dates and locations to the Flash



Parties were sent out to party goers 48 hours in advance as well as a reminder SMS two hours before the Flash Party where fans got together to have a chance of winning their mobi-ticket.

The Flash Parties proved very rewarding for those attending as they were able to win tickets to the final Chris Cornell Molson Canadian Rocks Revealed Show and other prizes. Every 30 minutes mobi-ticket winners were drawn

and they were notified immediately on-site via an SMS making this series of events some of the most thrilling and sought after gigs in Canada.

"We are proud to be partnered with Mobiqua and Molson on this programme for a second year in a row," said Michael Carter, President and CEO of MyThum Interactive, "This solution is ideal for live events like Revealed and we look forward to pioneering the evolution of ticket delivery in North America with the scannable mobile barcode."

"We are really excited to be using m-tickets to bring this exclusive show to our beer drinkers for a second year," said Paul Lipson, Senior Brand Manager, Molson Canadian. "With partners like Mobiqua and MyThum, we continue to engage our customers in a highly interactive way by giving them unique ways to get access to amazing live music experiences."

mobi-tickets a Winner at Leopardstown Races



Race goers who attended the Desmond Stakes at Leopardstown Racecourse in August had the option of having their admission ticket sent to their mobile in advance. Customers could order

their mobi-ticket online or over the phone.

Desmond Stakes Raceday was used as a trial for the new service to evaluate its acceptability and convenience for Leopardstown race goers. There was a unique €5 discount off the normal price to encourage uptake in sufficient numbers for a full trial of the system.



Launching the mobile ticketing trial, Niall Mackey, Chief Executive of Horse Racing Ireland Racecourses commented, "We are very pleased to be the first racecourse to make mobile tickets available to our customers. Online sales of tickets for Leopardstown have doubled this season and we believe that this trend will accelerate in coming years as we continue to attract younger, web-savvy race goers. This mobile ticketing innovation will greatly enhance the convenience of online ticket purchase and is part of our long-term strategy to improve services to our customers."

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



World Low Cost Airline Congress, London, 17 - 19 September, Stand 26.



Le Rail, Paris, 1 - 2 October.



CTIA Wireless, San Francisco, 23 - 25 October, M-ertainment Pavilion, Stand 433-Q

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