



Airline Special Edition, December 2008

Welcome to Mobiqua's Airline Edition Newsletter!

Mobiqua are continuing to support the industry efficiency drives through self-service enablement. The mobile phone is the ultimate personal self-service device through which aviation services can be delivered. The "kiosk in your pocket" provides tremendous opportunities for cost-saving and customer service improvements.



Our mobile boarding pass solution is being rolled-out by Northwest Airlines and Qatar Airways, and is at trial stage with a number of other leading carriers. It is rapidly becoming established as the benchmark for the industry. Watch this space for further announcements.

Other pieces of Mobiqua's end-to-end mobilised passenger vision are rapidly being realised. Lounge Pass are using our mobile barcode technology to allow passengers access to airport VIP lounges using their mobile phone. We are working with our partners to deliver other parts of the mobility solution including mobile check-in, mobile advertising and marketing, SMS flight status alerts, etc.

I hope you enjoy this airline special, for more information go to www.mobiqua.com.

Ronnie Forbes, CTO, Mobiqua Ltd

Patient Patent Progress

Our mobile barcode Optimisation patent was first filed in September 2002 and has now been granted in 25 countries. India and Australia were the latest to join the growing list of protected countries. The patent is pending in a further 6 countries. This will then cover all of the major markets.

We are in discussions with a number of parties over licensing the patent in particular countries for use in mobile ticketing, mobile couponing, and mobile boarding pass applications.

Northwest Airlines Expands E-Boarding Passes to Its Detroit WorldGateway Hub

Northwest Airlines have announced the expansion of its paperless boarding pass, effective October 29, 2008, to its Detroit WorldGateway Hub. This comes after a successful launch initiative in Indianapolis, Indiana.



E-Boarding Passes allow passengers to use their mobile phones and other handheld devices to clear security and board the airplane.

Northwest now offer E-Boarding Passes to passengers travelling non-stop from Detroit cities within the U.S. when checking in at nwa.com using a PC or handheld mobile device. Customers travelling non-stop from Indianapolis can continue to use E-Boarding Passes.



"The growth of richer and more powerful mobile devices is facilitating the growth of electronic boarding passes and customer acceptance of this process," said Al Lenza, vice president distribution and e-commerce. "Expansion to Detroit is a big step in expanding E-Boarding Passes throughout the Northwest system and improving customer convenience."

The E-Boarding Pass incorporates passenger travel details on an industry standard mobile barcode that is

sent directly to hundreds of handheld devices and mobile phones in the form of an email, WAP push/link or MMS message.

Passengers choosing E-Boarding Pass no longer require a printer or kiosk to print their boarding pass. They can receive their E-Boarding Pass on the move and precede directly to airport security checkpoints.

Northwest Airlines is one of the world's largest airlines with hubs at Detroit, Minneapolis/St. Paul, Memphis, Tokyo and Amsterdam. Northwest, with its regional partners, operates approximately 2,400 daily departures and is a member of SkyTeam, an airline alliance that offers customers one of the world's most extensive global networks.

Mobile Boarding Pass Innovation Takes off at Qatar Airways

Qatar Airways, one of the fastest growing carriers in the world, has launched mobi-pass which will allow their passengers to receive a boarding pass straight to their mobile phone. The mobi-pass™ service has been made possible by Mobiqa and IER, world leader in passenger check-in and processing, who are providing the ground-breaking technology to Qatar Airways.

Qatar Airways operates one of the youngest fleets in the world to over 80 destinations across the globe. mobi-pass™ was recently launched at Doha International Airport, the hub of Qatar Airways, and will be available in other selected destinations in the near future.

Qatar Airways' mobile boarding pass incorporates passenger travel details on an industry standard barcode that is sent to the passenger's mobile device in the form of an MMS, email or WAP Push/Link message. Once the passenger receives their mobi-pass™ they are able to go straight to security and the departure lounge where

their mobile phone is scanned to allow them on-board to continue their journey as normal.



Nick Rankin, CEO, Mobiqa Ltd adds, "Qatar Airways is an excellent example to the airline industry of how a modern, forward-thinking airline can monopolise innovative and exciting technology to benefit not only their passengers but the airline and the airport as well. Mobiqa is delighted to be able to work with IER to offer mobi-pass™ to Qatar Airways and we firmly believe that this state-of-the-art technology is a perfect fit for this modern and inventive airline."

Mobile Lounge Passes offered to VIP Lounge Passengers

Lounge Pass, the UK's leading, pre-bookable airport lounge programme, and Mobiqa, have launched an *M-Ticket* service, offering a convenient and innovative way for passengers to gain access to VIP airport lounges.

Lounge Pass offers passengers a way to beat the airport crowds while waiting for their flight by booking access to an exclusive VIP lounge. The *M-Ticket* service offers Lounge Pass customers a means of receiving a secure barcoded ticket straight to their mobile phone after purchasing access to the lounge through travel agents or directly on www.loungepass.com. *M-Ticket* contains a scannable barcode and information on their lounge access. This ticket is sent to passengers in the form of a standard text message. The *M-Ticket* is then scanned at the reception desk and the passenger can enjoy all the benefits that the Executive Lounge has to offer.



M-Ticket offers passengers many advantages over traditional paper ticketing; it is simple, secure and convenient as passengers don't need to remember their booking voucher to gain access to the lounge; everything they need is held on their mobile phone. *M-Ticket* is also a more eco-friendly option compared to paper lounge access vouchers and is accessible immediately after purchase.

Jacqui Bates, Head of Lounge Pass comments, "Lounge Pass has been the market leader for some time in terms of the number and range of lounges we offer to travellers. We are delighted to take the lead again in bringing a new dimension of convenience to booking airport lounges."