



Airline Special Edition, June 2008

Welcome to Mobiqua's Airline Edition Newsletter. The airline industry is in the midst of important changes, with ever increasing fuel prices and growing competition from low cost carriers, airlines are looking at new and innovative technologies to save them money, make existing processes more efficient and to help them generate revenues. Mobiqua's mobile airline product suite addresses these needs by helping airlines to improve their logistical efficiencies through the mobile channel. I hope you enjoy this airline special, for more information go to www.mobiqua.com.



Nick Rankin, CEO, Mobiqua Ltd

Mobiqua's Technology Revolutionises Air Travel with the Launch of Mobile Boarding Passes for Northwest Airlines

Mobiqua and Northwest Airlines have announced the launch of the paperless boarding pass which will allow customers to use their mobile phones and other handheld devices for boarding purposes.

Northwest, one of the world's largest airlines, serves more than 1,000 cities in over 160 countries around the world. In partnership with Mobiqua, they now offer a mobile phone boarding pass, called E-Boarding Pass, to customers travelling on flights within the U.S. when checking in at nwa.com using a PC or a handheld mobile device. The E-Boarding Pass incorporates passenger travel details on an industry standard IATA barcode that is sent directly to hundreds of handheld devices and mobile phones in the form of an MMS, email or WAP Push/link message.



Passengers choosing E-Boarding Pass no longer require a printer at home or a kiosk to print their boarding pass. They can receive it on the move, to their phone, and proceed directly to airport security checkpoints where their phone is scanned to allow entry into the departure area.

"In 2007, Northwest Airlines began allowing customers to use their handheld devices to check-in for a flight. Now they can take that one step further by eliminating the need for a paper boarding pass," said Al Lenza, Vice President Distribution and E-Commerce.

The new E-Boarding Pass also helps Northwest Airlines in its efforts to eliminate unnecessary paper waste and

continue its conservation efforts. It is estimated Northwest Airlines eliminates 20 million tickets a year by going paperless for ticketing (E-ticket). This new feature now expands the paperless concept to boarding passes.

To provide this mobile boarding pass solution, Northwest is partnering with Mobiqua, who are able to deliver a two-dimensional mobile barcode to a wide variety of mobile devices, providing more customers with access to the benefits of the mobile boarding pass product. Unlike the traditional one-dimensional barcode customers are accustomed to seeing, the 2D mobile barcode allows a much larger volume of travel data to be embedded in an industry standard barcode. This data is scanned by

Northwest devices to provide boarding pass authentication at security checkpoints and boarding validation at the gate. Northwest, in co-operation with the

Transportation Security Administration, plans to expand the E-Boarding Pass option to additional cities upon successful completion of the test.

Nick Rankin, CEO, Mobiqua Ltd comments, "Offering one of the world's largest airlines the ability to provide paperless boarding passes to their passengers is an important evolution in airline boarding logistics. With today's mobile generation, we strongly feel that Northwest Airline's mobile E-Boarding Pass offering will make for a more convenient, environmentally friendly means of checking-in and boarding a flight. We are delighted to be working with Northwest on this significant

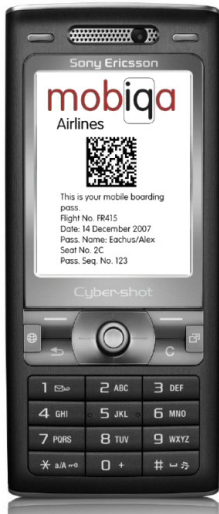
mobile boarding pass initiative and are confident that their passengers will make full use of this innovative new service.”

LAST PAPER TICKET FINALLY ISSUED

In 2004 IATA launched their ‘Simplifying the Business’ programme designed to leverage technology, automate and streamline processes to reduce complexity make the transportation of passengers and freight more convenient.

IATA’s ‘Simplifying the Business’ project involves work in six main areas; IATA e-freight, Common Use Self-Service kiosks, Radio Frequency ID, BIP & Fast Travel and their flagship projects: E-ticketing and Barcoded Boarding Passes (BCBP).

The days of the paper ticket are coming to an end. “While a paper ticket costs US\$10 to process, e-ticketing reduces the cost to US\$1. The industry will save over US\$3 billion each year by offering the passenger a better service. There is no better win-win proposition,” said Giovanni Bisgnani, IATA’s Director General and CEO. On May 31 at midnight, the last paper ticket was issued and 100% ET was reached.



E-ticketing also goes hand-in-hand with BCBP which use IATA industry standard 2D barcodes that enable their use on interline journeys and take advantage of the efficiencies offered by the industry’s conversion to 100% electronic ticketing.

In October 2007 IATA announced a global standard that paves the way for global mobile phone check-in using 2D barcodes. Mobile phone check-in enables airlines to send barcodes to a passenger’s mobile phone, personal digital assistant or smart phone. The barcode becomes the passenger’s boarding pass and is read using existing infrastructure used for scanning

paper BCBP. Mobile BCBP eliminates paper completely from the check-in process.

“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 Bisgnani.

Historically, airline global applications for mobile phone technology has been restricted due to different regional formats. 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.

Over the past six months, emerging, diverse ranges of mobile services now give airlines the power to offer their customers engaging and creative services designed to streamline passengers through check-in as well as supply them with up-to-the-minute relevant travel information with SMS alerts.

Mobile Enabled Passengers of the Future could:

- ◆ Be sent an SMS telling them to ‘reply to this message to check-in for your flight.’
- ◆ Check-in using their WAP browser and receive an IATA standardised mobile BCBP
- ◆ Receive a mobile coupon to redeem in duty free.
- ◆ Receive flight information about delays or gate changes direct to their mobile.
- ◆ Click through on a Hertz banner advert displayed on their mobile BCBP to book their car before they arrive at their destination airport.

The possibilities for mobile services within the airline industry are limitless. Technology companies offering uniquely versatile and powerful mobile products will herald in the arrival of next-generation airline travel and will take IATA’s BCBP and e-ticketing mandate to another level.



Aztec



Datamatrix



QR