



# mobiqa

## newsletter

December 2008

### Welcome to the Mobiqa Newsletter!

The past few months have seen some fantastic developments for Mobiqa. Working with our Spanish partner Mticket, mobile tickets were provided for the first time at a major tennis tournament: the Madrid Masters and Qatar Airways, one of the world's fastest growing and most modern carriers launched mobi-pass™.



Nick Rankin, CEO, Mobiqa Ltd

Mobiqa entered into an important partnership with Lounge Pass to provide airline passengers a quick and easy way to access VIP Lounges at some of the UK's largest airports.

November heralded a major roll-out of mobile ticketing technology with Tickets.com to three major live events venues across North America with significant mobile cinema ticketing adoption not far behind from Cinamon cinemas in Latvia, Lithuania and Estonia and Everyman Cinemas at a further seven sites across Greater London.

I hope you enjoy sharing in our successes, for more information, please visit us at [www.mobiqa.com](http://www.mobiqa.com).

### 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 six 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.



### LIVE EVENTS

#### WORLD FIRST AT THE MUTUA MADRILEÑA MASTERS MADRID

Mobile phone tickets for the Madrid Masters heralded a world first for mobile tennis ticketing as the tournament was held for the last time in Recinto Ferial Casa de Campo.

The social and sporting prestige of the Mutua Madrileña Masters Madrid was more than enough to attract the crowds but this year not only saw the Madrid Masters tournament held for the final time at the Madrid Arena, it was also the first tennis

tournament in the world to offer fans the chance to receive tickets to see their favourite players in action using just their mobile phones.



Mticket, Mobiqa's exclusive partner for Spain, offered tennis fans the opportunity to see Nalbandian defend his Madrid Masters title against the likes of Murray, Karlovic, Nadal and Federer by gaining entry to the courts using their mobile phones.

Those wanting a more convenient means of getting their tennis tickets could opt for the mobile option when buying their tickets online at [www.mtuamad-mastersmadrid.com](http://www.mtuamad-mastersmadrid.com). Fans opted for *mobi-tickets*™ which contained a unique barcode and information about the match. The barcode was then scanned at the entrance to the Madrid Arena by staff to allow tennis fans into the grounds.

### Inside this issue:

<i>ClicknPrint Bring mobi-tickets™ to North America</i>	2
<i>mobi-pass™ Takes Off With Qatar</i>	2
<i>Lounge Pass Launch M-Tickets</i>	3
<i>Everyman Cinema Club: Mass Roll-Out</i>	3
<i>Cinamon Cinemas Spice Things Up With Mobile</i>	3
<i>Widespread Adoption Of Tickets@Phone</i>	4
<i>Contact Us At . . .</i>	4



The Madrid Masters in October was the first time in the world that this innovative *mobi-ticket*™ technology has been used at a major tennis tournament. *mobi-ticket*™ offered tennis fans and event organisers numerous advantages over traditional paper tickets including instant delivery and increased sales as tickets could be sold right up to the last minute. *mobi-tickets*™ also reduce distribution and operational costs as well as touting

because they can't simply be transferred like a paper ticket. Fans could take advantage of the added convenience of the ticket being sent to their phone and organisers have the opportunity to use the entry ticket as a coupon or voucher for food at the venue with this versatile mobile ticketing technology.

**CLICKnPRINT BRING MOBI-TICKETS TO THE NORTH AMERICAN MARKET**



Mobiqa and ClicknPrint Tickets, recognised leaders in the ticketing and admissions industry, have signed an agreement which will see many of North America's top theatres, arenas, theme parks, festivals, air shows, museums and sporting events offer a leading-edge mobile phone ticketing service to their customers.

ClicknPrint customers already enjoy the convenience of print-at-home ticketing at all of the company's events. Now those same events can accept ticket barcodes sent directly to the purchaser's mobile phone. Tickets can be bought online, over the phone, or at the box office and the buyer never has to wait in line at will-call or wait for tickets in the mail. With the introduction of ClicknPrint's new mobile ticketing system, the instant delivery of tickets just got faster and more convenient.



ClicknPrint Tickets is an innovator in cutting-edge ticketing systems; initially as the leader in print-at-home technology and now as one of the first major ticket companies to be able to offer mobile tickets at virtually all of its venues. ClicknPrint clients will be able use their existing scanners, no additional equipment or expenses are necessary to start accepting mobile tickets. Ticket buyers will have instant access to air shows, renaissance fairs, professional golf tournaments, attractions, auto racing, music festivals, theatres, and many

other venues and events across the US and Canada.

*mobi-tickets*™ employ MMS and WAP technology and contain a unique barcode, barcode number and accompanying information for seating, entrance information and start times for example. *mobi-tickets*™ help to reduce scalping, are more eco-friendly and can also carry extra values such as a coupon or voucher for food and drink at the venue. The ClicknPrint version of the *mobi-ticket*™ also contains a digital signature that is unique to each event, making duplication and fraud practically non-existent.

"Mobile ticketing is a natural fit for ClicknPrint and keeps us at the forefront of ticketing technology," says Michael Patrick, Vice President of Business Development at ClicknPrint. "Our secure 2D barcode fits perfectly on a cell phone screen and since we provide scanners to virtually all of our clients as part of our service, it is a natural fit for our events."

**WIDESPREAD ADOPTION OF TICKETS@PHONE**



Mobiqa and the world's leading ticketing company, Tickets.com, announced that three major venues in the US and Canada will begin delivering event tickets to patrons' mobile phones utilizing the new Tickets@Phone™ ticket delivery method. Currently, Tickets.com is the only ticketing solutions provider in the US to offer ticket delivery to mobile phones for major live events venues.

Combined, the Times Union Center in Albany, K-Rock Centre in Kingston, Canada and BOK Center in Tulsa have a seating capacity of over 41,000. The Times Union Center is upstate New York's premier sports and entertainment facility, and it is operated by SMG, the world's largest private management firm for public assembly facilities. Since Frank Sinatra christened the building in 1990, more than seven million patrons have walked through the turnstiles. The K-Rock Centre and BOK Center are new, state-of-the-art, multi-purpose arenas which opened this year and are also managed by SMG. All three venues are leading the way in customer service innovation by rolling-out Tickets@Phone from Tickets.com and Mobiqa.



The Times Union Center, K-Rock Centre and BOK Center are offering fans that purchase tickets online the ability to select

the Tickets@Phone option to receive tickets on their mobile phones via a standard text message. Customers receive a digital ticket that includes standard ticket information and a unique barcode that is scanned on their mobile phone at the entrance to the arenas.

"We're excited that these three venues are offering mobile phone ticket delivery. By doing so, each is strengthening its commitment to its audience's overall entertainment experience," commented Brian Roberts, Vice President of Sales, Tickets.com

In addition to the added convenience of receiving their ticket onto their phone, customers of the three arenas also benefit from Tickets@Phone's instant and guaranteed delivery. Having the ticket delivered straight to the patron's mobile phone means they no longer have to queue at the box office or wait for their tickets in the post.

With three major venues in North America rolling out Mobiqua and Tickets.com's Ticket@Phone solution, these arenas have set a standard in their respective regions to continually innovate and improve their customer services and offer customers the best services technology has to offer.

## AIRLINE SECTOR

### SCOTTISH TECHNOLOGY TAKES OFF WITH 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 Mobiqua 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, Mobiqua 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. Mobiqua 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."

### LOUNGE PASS OFFER M-TICKET FOR VIP LOUNGES



Lounge Pass, the UK's leading, pre-bookable airport lounge programme, and Mobiqua, 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](http://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 greener 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."

## CINEMAS

### EVERYMAN CINEMA CLUB: MASS ROLL-OUT



Everyman Cinema Club, London and the South East's premium cinema brand is the first cinema chain in the UK to offer an innovative mobile ticketing service to their customers following a highly successful launch of the service at their Hampstead venue earlier this year.

Mobiqa and Vista Entertainment Solutions, leaders in entertainment software solutions and Everyman Cinema Club are offering mobile ticketing as a more convenient and eco-friendly alternative to traditional paper ticketing. This service has been launched at eight Everyman venues which include:

Screen on Baker Street, Screen on The Hill, Screen on The Green, Screen at Oxted, Screen at



Reigate, Screen at Walton-on-Thames and Screen at Winchester, giving Everyman patrons the chance to receive their cinema tickets straight to their mobile phone. *mobi-tickets*™ can be bought online at [www.everymancinemaclub.com](http://www.everymancinemaclub.com) and are simple text messages containing a unique barcode and information about the film time, screen and seating. *mobi-tickets*™ help streamline customers through to their screen as they no longer have to queue up at the box office to collect their tickets.

The large-scale launch of the mobile ticketing service for Everyman Cinema Club's venues is a bold move which will offer their customers the ultimate in convenience as well as adding something unique to their cinema-going experience. Everyman Cinema Club already creates an exceptional experience by offering champagne receptions, Q&A sessions with film directors and writers, and screenings of classic movies as well as showing Metropolitan Opera live via satellite from New York and films for young mothers with babies.

Daniel Broch, Founder and CEO of Everyman Cinema Club comments, "We believe in investing in our technology systems in pursuit of the very best for our customers and Mobiqa have helped us to do this. We are committed to maintaining our

efforts to pioneer technological advances that will improve the experience for our customers and continue our pledge to be creators and innovators in our field."

### CINAMON CINEMAS SPICE UP THEIR TICKETS



Cinamon Cinemas, Eastern Europe's rapidly-growing cinema chain, Mobiqa and Vista Entertainment Solutions, a global leader in entertainment software solutions have launched Latvia, Lithuania and Estonia's first mobile cinema ticketing service for film fans.

Customers of Cinamon Cinemas can take advantage of this convenient new offering by buying their tickets on Cinamon Cinema's website and opting for mobile ticket delivery. A cinema ticket is then generated and delivered containing a unique 2D barcode and accompanying information about when the film starts, the customer's seats and what screen the film will be shown on.



Customers no longer need to turn up early to purchase their tickets at the box office or at automated kiosks, they can make their way straight to the usher point, streamlining entry into the movie. *mobi-tickets*™ allow customers more time to visit concession stands before their film starts as they already have their ticket on their phone and mobile ticket are more environmentally friendly than the paper tickets issued at the box-office and kiosks. *mobi-tickets*™ are highly convenient, efficient and versatile as there is potential for the barcode in the ticket to act, not only as your entry into the film, but to double-up as a coupon for promotions at the cinema's concession stands. Arpad Abonyi, Chairman of the Management Board of *Cinamon Group* from Cinamon Cinema comments, "The concept of 'Cinamon' is to always offer the best, which is why our new cinema centres are the most modern in the whole of the Baltics region."

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