



mobiqa

newsletter

June 2008

Welcome to the Mobiqa Newsletter!

Over the past six months, Mobiqa has seen exciting, high profile adoption of many of our mobile barcoded products and services by some of the biggest and most influential companies from around the world. Northwest Airlines, one of the world's largest airlines, have launched their mobile boarding pass service called E-Boarding Pass for their customers with several further airlines from Europe and the Middle East to follow suit in the coming months.

Everyman Cinema Club, UK's premium cinema brand, became the first cinema chain in the UK to roll-out a mobile cinema ticketing service for their customers across their sites. Continuing with cinema and live event successes, Village Cinemas Czech Republic offered mobi-tickets to hundreds of film fans attending Prague's foremost festival: Febio Fest 2008 and Ticketportal are completely transforming live event ticketing in Eastern Europe with mobile ticket delivery offered for festivals, live music and sporting events in the Czech Republic, Slovakia, Hungary and Poland.

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



Ronnie Forbes, CTO, Mobiqa Ltd

AIRLINES

Air Travel Revolutionized with the Northwest Airlines' Launch of Mobile Boarding Passes



Mobiqa 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 Mbiqa, 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.

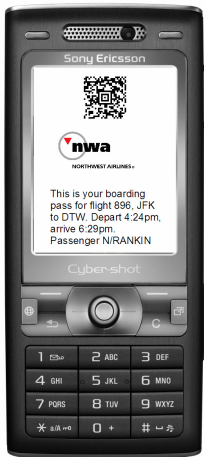
"In 2007, Northwest Airlines began allowing customers to use their handheld devices to check-in for a flight. Now they can take that one step further by eliminating the need for a paper boarding pass," said Al Lenza, Vice President Distribution and E-Commerce.

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

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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."

CINEMAS

**Everyman Cinema Club Presents:
Mobiles at the Movies**



Everyman Cinema, London and the South East's premium cinema brand, is the first cinema chain in the UK to roll-out the capabilities of sending tickets directly to their customers' mobile phones. Film fans have to switch their phones on in order to see the latest blockbusters and their favourite screenings as their tickets are being sent in



the form of a barcode to their mobile phone. Everyman have launched the initiative in their Hampstead Village venue.

Mobile ticketing capabilities offers an added service to Everyman's versatile, lavish and exciting customer service centric experience. Since Friday 9th May Everyman customers have been able to order and pay for their tickets online at www.everymancinemaclub.com and enjoy the added convenience of having their mobi-ticket sent straight to their phone. Everyman's mobi-tickets contain a barcode and information about the film time, screen and seating. All customers need to do is present this message at the cinema where it is scanned to allow entry into the film.



Everyman is not your conventional cinema, they offer services such as champagne receptions, acoustic sets

and cinema talk sessions, as well as screening world sports fixtures and films for young mothers with screaming babies.

As well as allowing entry to the film, mobi-tickets are highly versatile and could also double-up as a voucher or coupon to be used for concessions offering 2-for-1 on food and drink for example. Mobile ticketing helps to streamline customers through to their screen as they no longer have to queue up at the box office or self-service kiosks to collect their tickets, they are also more environmentally friendly than their paper counterparts as they reduce the need to print out high volumes of cinema tickets.

Daniel Broch, Founder and CEO of Everyman Cinema comments, "Innovation and creativity sit at the core of our brand. We are passionate about developing great initiatives that offer value added experiences to our customers and provide us with distinct points of difference; mobi-tickets delivers this vision. It's fantastic that since launch date over 80% of customers reserving on line with us are choosing to receive tickets delivered direct to their mobiles. The next innovation for us will be the launch of the Everyman Mobile Ticket reservation facility allowing customers to reserve and pay from mobiles with full seat selection capability and immediate ticket receipt developed in conjunction with our partners, VISTA"



Febiofest: A Film Festival First



Mobiqa, Village Cinemas Czech Republic and Febiofest, created a film festival first by providing movie fans with an innovative mobile phone ticketing service for Febiofest, the largest film festival in the Czech Republic.

Situated in the new multiplex Village Cinemas Andel, Prague, Febiofest guarantees excellent screenings of full length films, distribution premiers, retrospectives and tributes. During the evening, Febiofest transforms itself into a widely attended and increasingly popular Febiofest Music Festival, showcasing world music, jazz, blues, avant-garde and alternative rock concerts in the multiplex.



Greatly adding to this diverse festival-going experience is the convenient mobile ticketing service for Febiofest fans. Mobiqa and Village Cinemas Czech Republic provided mobi-tickets to film fans who opted for the service when booking their Febiofest tickets online (www.febiofest.cz). The film fan receives their barcoded ticket, it is scanned at the multiplex by Village Cinemas staff and they are then free to enjoy the best that Prague's Febiofest has to offer.

This mobile ticketing service is very timely, coinciding with new, high profile research carried out by Juniper Research which estimates that 2.6 billion mobile tickets will be delivered to just over 208million mobile phone users by 2011. It predicts that mobile ticketing will be truly mainstream in just a few years and with this in mind, Village Cinemas is truly pioneering the movement.



The mobile ticketing service offers film fans, the organisers and Village Cinemas numerous benefits over traditional paper ticketing. mobi-tickets help to increase sales as tickets can be sold right up to the last minute. Tickets are delivered immediately after purchase so customers don't have to queue up to collect them or worry about them arriving in the post and mobile ticketing helps to reduce distribution and operational costs. Organisers and venues can track attendance at the event automatically and in real-time and the barcoded mobi-ticket can also double-up as a coupon or voucher at concession stands

making the service a truly versatile, efficient and convenient means of entry.

Thanks to Febiofest's broad overview of the latest and best cinematography from around the world, high quality screenings and famous guests, every year the festival's exceptional programme draws large, curious and appreciative audiences of all ages and receives much critical acclaim, not to mention the interest of local distributors. Now Febiofest can add to its many accolades for being the first film festival to harness the power of mobile and lead the way into next generation ticketing.

LIVE EVENTS

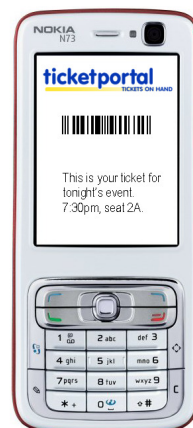


mobi-tickets Revolutionise Live Events in Eastern Europe

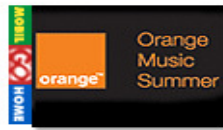
Mobiqa and Eastern Europe's leading ticket agency - Ticketportal, have secured a deal that is set to transform the gig-going experience for many live events planned in the Czech Republic, Slovakia, Hungary and Poland. Mobiqa and Ticketportal have teamed up to provide a mobile ticketing solution for fans attending music, party, theatre, festival and sporting events.

"Co-operation with Mobiqa confirmed that our company is the technological leader in ticket fielding".

For Eastern Europe this is the first of its kind and offers a more convenient ticket delivery service for Ticketportal customers. This service is currently available for Czech Republic and Slovakia, within the coming weeks Hungary and Poland will also be launched. All customers have to do is select the event on Ticketportal's website (www.ticketportal.cz, www.ticketportal.sk, www.ticketportal.hu and www.ticketportal.pl), along with opting for mobile ticket delivery, where Mobiqa send a standard barcode with a unique customer number so it can just be scanned for entry to a particular event. The first events to go mobile include Carlos



Suntana, Grand Prix BRNO, Masters of Rock, Scooter, Nick Cave and the Bad Seeds, Mighty Sounds, Judas Priest and Orange Music Summer.



The Managing Director of Ticketportal, Lucia Bocankova comments, "Co-operation with Mobiqua confirmed that our company is the Technological leader in ticket fielding. We are pleased to offer a new, reliable and exciting way of buying tickets and we expect this comfortable ticket delivery is going to be spread very quickly among our customers".

Juniper Predicts Mobile Ticketing to go Mainstream

Juniper Research has estimated that over 2.6 billion mobile tickets will be delivered to over 208 million mobile phone users by the year 2011. In particular, they state that growth will be strong in the Travel industry and Sporting Events.

The report, by Juniper Research claims to have found clear evidence that the sector is gearing up for major launches over the next few years. According to the report, most encouraging for the sector is the wide adoption for some of the major organisations that control the issuance of tickets such as Ticketmaster, British Airways and Tickets.com.

This is coupled with the involvement of the key operators and technology providers such as O2, NTT, Vodafone, Nokia and Samsung. Juniper expects commercial deployments to continue through 2008.

Significant growth is expected in the travel and sporting sectors with transport mobile ticketing transactions per annum to reach 1,830 million by 2011



and sporting event transactions per annum to reach 790 million by 2011.

International Air Travel Association (IATA) state that during 2006 there were 2.1 billion scheduled airline travellers, however year on year airline travel figures are increasing and are looking at continued increase up to 2009. IATA are using both Electronic Tickets and Barcode Boarding Passes, in order to "Simplify their business", their objective is to improve the operational efficiency of airlines. All that the passenger would require to redeem their ticket is identification, for example a Passport or drivers licence. IATA "believe that some UK airlines will have mobile phone check-in capability by 2008, and magnetic strip boarding passes will be replaced by 2010".

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



Cinema Expo International,
Amsterdam, 23 - 26 June
2008, Stand 203.



Check-in 2008, Florida, 3
- 5 September 2008,
Stand 13.

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