



# mobiqua

## newsletter

March 2008

### Welcome to the Mobiqua Newsletter!

Mobiqua have got off to a phenomenal start in 2008 winning significant contracts with several of the world's biggest airlines to provide our revolutionary mobile boarding pass solution: mobi-pass™ to passengers. Ronnie Forbes, CTO, Mobiqua, was also proud to receive the Scottish Software Award for Innovation for mobi-pass, highlighting our position as the leaders in the mobile boarding pass space.

As well as our huge successes in the airline industry, mobile tickets have gone live in Australia with Ticketmaster launching the service for the V Festival which is being held this month. Europe has led the way in mobilizing their marketing campaigns with Serbia providing the country's first mobile couponing campaign for a leading IT retailer and Europe's first mobile cinema ticketing initiative with Village Cinema Czech Republic continues to see excellent customer adoption.

I hope you enjoy reading about Mobiqua and our efforts in making important strides within the airline, cinema, retail, rail and live events industries.



Nick Rankin, CEO, Mobiqua Ltd

## Ticketmaster Australia Launch Mobile Ticketing with the V Festival

Ticketmaster, the world's leading ticketing company and V Festival launched their new ticket delivery service, MobileTicket. Fans buying tickets to the V Festival during the Ticketmaster presale and general public on-sale were the first to benefit from the new service.



Customers can choose the MobileTicket service as a delivery option at Ticketmaster.com.au where it offers the ultimate in customer convenience. A 2D barcode is generated and sent within 24 hours of purchase. Front of house staff at the V Festival scan the MobileTicket with handheld scanners using AccessManager, Ticketmaster's access control solution. This system deters counterfeiting of tickets by identifying invalid tickets and denying access.

"We offer our clients the best ticketing technology. MobileTicket offers greater convenience to customers who no longer have to wait for their tickets to be delivered and importantly the unique barcode and access control system means it is secure and deters counterfeiting or fraudulent use," said Maria O'Conner, Executive Chairman Ticketmaster Australasia.

#### V Festival venues & dates

- Gold Coast:** Sunday March 30, 2008 - Avica Resort
- Sydney** Saturday March 29, 2008 - Centennial Park
- Melbourne** Saturday April 5, 2008 - Flemington Racecourse
- Perth** Sunday April 6, 2008 - The Esplanade



### Inside this issue:

<i>World's First End-To-End mobi-ticket Payment and Delivery Service</i>	2
<i>Blockbusting Success with Mobile Cinema Tickets</i>	2
<i>Revolutionary Mobile Boarding Pass Solution Wins Award</i>	3
<i>Serbia's First mobi-coupon Campaign</i>	3
<i>MobileTicket Service a Winner at Royal Oak Music Theatre</i>	4
<i>See Us At...</i>	4

## World's First End-To-End mobi-ticket Payment and Delivery Service

Mobiqa and PayPal Mobile have provided the world's first end-to-end mobile payment and mobi-ticket delivery service to Scotland Rugby League fans who were left stranded without tickets due to postal strikes.

For the first time ever, customers were able to pay for their rugby tickets via PayPal Mobile's WAP site on their phone and receive their barcoded tickets immediately after purchase. mobi-tickets were offered for the Scotland vs. Wales World Cup Qualifier at the Old Anniesland ground in Glasgow,



Fans were prompted to purchase their tickets for the game through promotional posters encouraging them to text 'TICKET' to a shortcode. A link to PayPal's WAP site was then delivered to their phone where they could sign-in using their existing PayPal account to pay for their ticket. Upon completion, a mobi-ticket was sent to them where it was scanned at Old Anniesland to allow entry.

Mobiqa and PayPal's complete end-to-end service has many advantages over traditional means of buying and receiving tickets. Using your own PayPal account to pay for tickets to the match overcomes security concerns around entering credit card details into the phone and eliminates the usability and security issues associated with previous mobile ticket payment attempts.



*"It is great for Scotland Rugby League to be supported in this way by a Scottish company who are leading the way in their chosen field."*

This ground-breaking service is the ultimate in convenience for fans and completely solves any postal problems which sending traditional paper tickets may face. mobi-tickets are purchased and received on the mobile phone meaning an end to queuing at the stadium for tickets or waiting for the tickets to arrive in the post.

This service also enables impulse purchases as customers are able to buy and receive their ticket on the move or immediately in response to an advert for a show or event as no PC access is required.

Angus McNab, Sponsorship Director of Scotland Rugby League says, "The current Postal strikes have caused nightmares for rugby league fans waiting for tickets for the

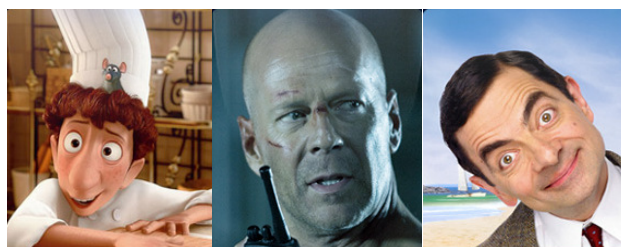
Super League Grand Final and those who attended our international in Glasgow. mobi-tickets are a fantastic solution to this problem. They have added greatly to the match day experience as we have offered fans something unique. In addition to this, it is great for Scotland Rugby League to be supported in this way by a Scottish Company who are leading the way in their chosen field. The use of PayPal Mobile has made the process so simple and offers a simple end-to-end solution for fans."

## Blockbusting Success for Mobile Cinema Tickets

Last year, Village Cinemas in the Czech Republic became the first cinema chain in Europe to deliver and redeem tickets on customers' mobile phones. Since the launch of this exciting and innovative technology, Village Cinemas have reported the service as a phenomenal success which has proved highly popular with their cinema-going customers.

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, global leaders in entertainment software, and Mobiqa, to provide mobi-tickets to film fans as an exciting new service for their customers.

Mobile ticketing is running in conjunction with print-at-home ticket delivery and are ordered through the Czech Village Cinema website ([www.villagecinemas.cz](http://www.villagecinemas.cz)). They contain a barcode and information about the film time in a simple text message sent to the mobile phone. This process is very efficient with customers able to receive their tickets immediately after purchase. The mobi-ticket is then presented at the entrance to the screen and scanned by a member of staff to allow them into the film.



mobi-tickets offer the customer a more convenient means of obtaining their cinema ticket as they no longer have to queue at the box office or the self-service machines. mobi-tickets give the customer more time to spend at concession stands and help to reduce the operational and distribution costs for the cinema of printing and handling paper tickets.

This mobile ticketing service has proved an outstanding success with over 45% of online customers opting for this service in the first months of its launch. One cinema-goer commented, "It's just great I don't have to stand in the line

and can have all my entertainment with me, now as well as my music I have my movie tickets in the phone too! And to light up the phone with the ticket in the dark cinema when you're always late to search for the seat is just cool. "



Tomas Palicka, General Manager of Village Cinemas Czech Republic comments, "We thought a long time about our online ticketing but simply hesitated to put in place traditional methods of picking up tickets such as kiosks or special e-ticket box offices which make you wait anyway. We wanted the ultimate solution to queuing and wanted to deliver in full the promise of online ticketing – hassle free, fast and simple service. mobi-tickets are just the only effective way to do this."

### Revolutionary Mobile Boarding Pass Solution Wins Scottish Software Award

Mobiqa was named as the winner of the Mobile Software Solution Award at the prestigious Scottish Software Awards.



This award was presented to Mobiqa for their innovation in mobile boarding pass solution: mobi-pass™.

mobi-pass involves sending an International Air Transport Association (IATA) compliant barcode to the passenger's mobile phone with accompanying travel information via a standard MMS message. The passenger can bypass check-in and proceed directly to Security and the departure gate where the mobi-pass is scanned to allow for boarding.

Mobiqa utilise their patented Optimiser technology so each barcode is specifically tailored to

the passenger's mobile phone make and model to ensure an unparalleled user experience. Mobiqa's mobile boarding pass solution offers multiple benefits over the traditional paper boarding pass. mobi-pass reduces distribution and operational costs, they reduce queues at check-in and they are more convenient for passengers as they don't need access to a printer and will be less likely to leave their boarding pass at home or in the office. mobi-pass is also environmentally friendly as it eliminates the need to print

paper boarding passes, it is delivered instantly to passengers and it improves the services that airlines can offer to their customers.



On winning, Ronnie Forbes, CTO of Mobiqa comments, "Mobiqa have been working closely with IATA and several airlines to offer mobi-pass to passengers. We're absolutely delighted to have won the Mobile Software Solution Award and are proud to be highlighting the importance and innovation in the software solutions that Scottish companies in particular, have to offer."

### Serbia's First Mobile Couponing Campaign with Pakom-Shop

Pakom-Shop, a leading Serbian IT retailer enjoyed fantastic success powering the country's first mobile couponing campaign last month.

PSC d.o.o, Belgrade, a Mobiqa authorized partner and regional distributor, worked with Pakom-Shop to deliver the mobi-coupon promotion. Pakom-Shop has 15 flagship stores and more than 50 franchise partner stores throughout Serbia. Advertising in promotional brochures, the Pakom-Shop web portal and a national newspaper, Pakom customers were invited to send a text message to 7708 and in return they received their barcoded mobi-coupon for 5% discount on purchases at any Pakom-Shop in Serbia during the promotional period.



PSC d.o.o developed the mobi-coupon web application which was used for the redemption of customers' mobi-coupons and for completion of the Pakom-Shop customer database upon redemption of the coupon. PSC d.o.o's web application

also contained analytical modules that provide reports about customer activities during the promotion, for example, SMS requests, redemption tracking and sales parameter tracking. This application made it possible to follow the results of the promotion online, in real time and to measure the sales performance in all Pakom-Shop stores throughout the campaign.

The Pakom-Shop campaign was an outstanding success reaching a 45% redemption rate in stores throughout Serbia leading to a substantial increase in sales during the promotional period.

**Mobile Ticket Service a Winner at Royal Oak Music Theatre**

Having achieved such a high customer satisfaction rating, Mobile Ticketing has now been integrated into all current and future shows at the Royal Oak Music Theatre, Michigan.



This innovative and exciting Tickets@Phone service was launched at the

Royal Oak Music Theatre last year provided by Tickets.com, a leading provider of integrated ticketing solutions, and Mobiqua. The Royal Oak Music Theatre was the first venue outside the sports world, in the US, to offer ticket delivery to mobile phones. Having proved highly popular with patrons of the theatre, this service has been extended to all current and future shows.

The 80 year old art deco theatre is offering fans that purchase tickets online to any of the venue's shows, the ability to select Tickets@Phone ticket delivery option to receive tickets to their mobile phone. Tickets are delivered using text messaging and contain a unique barcode with accompanying show information.

**Mobile Ticketing**



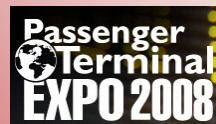
In addition to the convenience of ticket delivery to the patron's phone within minutes of placing an order, each of these mobile tickets comes with VIP privileges. These privileges are given to Tickets@Phone customers as they arrive at the theatre for the event. There is a separate entrance line for Tickets@Phone users as well as priority entry for General Admission shows.

Justin Miller, General Manager of the Royal Oak Music Theatre comments, "The majority of our patrons are among the younger demographic who send and receive text messages several times a day. We want to give them the opportunity to use the latest technology. Allowing Royal Oak patrons the ability to receive tickets on their cell phone does that."

Royal Oak Music Theatre has played host to a long list of eclectic performers including Billy Crystal, Robin Williams, Duran Duran and Iggy Pop. Upcoming shows which people can buy Mobile Tickets for include; G. Love & Special Sauce, Louis C.K. The Saw Doctors and Robin Trower.



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



**Passenger Terminal Expo,**  
Amsterdam, 15 - 17 April  
2008, Stand 1655



**Cinema Expo International,**  
Amsterdam, 23 - 26 June.



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

**Contact Mobiqua On:**  
**Tel: +44 (0)131 225 3141**  
**Email: info@mobiqua.com**  
**www.mobiqua.com**