



mobiqa

newsletter

September 2008

Welcome to the Mobiqa Newsletter!

Since the last edition of our newsletter, Mobiqa have become part of the exclusive Nokia Advertising Alliance which aims to bring together some of the world's most innovative mobile marketing companies and simplify mobile advertising for brand advertisers.

Last month Ticketmaster and Tickets.com have rolled out mobi-tickets to further venues; The O2 and The Brighton Centre in the UK and the newly constructed, state-of-the-art BOK Centre in Tulsa, USA. Mobile ticketing will be part of a suite of innovative ticketing services offered to patrons of The Brighton and BOK Centres.

In July, Mobiqa and Ticketportal powered the world's first mobile ticketing for motorsports, by allowing fans to attend the World Superbike Championships Brno with just their mobile phones. mobi-tickets are also being used for the Czech MotoGP this month.

I hope you enjoy our newsletter. For more information, please visit us at www.mobiqa.com.

Don Cameron, Sales & Marketing Director, Mobiqa Ltd



MOBILE MARKETING

Nokia Choose Mobiqa to Join Nokia Advertising Alliance

Nokia have announced the launch of the Nokia Advertising Alliance which will simplify mobile advertising for brand advertisers. The programme brings together leading mobile marketing solutions including couponing, location-based targeting, image recognition and other emerging technologies, to offer advertisers a simple way to increase consumer engagement. Now brands can work together with Nokia to combine the reach of mobile advertising on the Nokia Media Network with the latest mobile technologies for more effective campaigns.

"Mobile is maturing into an effective advertising medium, however, the fragmentation of certain technologies makes it hard for some programmes to scale," said Brian Bos, Senior Vice President, Convergence Director at MindShare-Team Detroit. "We applaud Nokia's efforts to streamline this evolving market and make it easier to

manage our clients' mobile advertising investment."

"To realise truly integrated advertising, it's imperative that major brands can make use of a range of mobile services. The Advertising Alliance brings together the most innovative technologies in the market and brings trust to brands who want to use them," said Scott Heron, Director of Digital Services at Wunderman.

Members of the Alliance are integrated with the Nokia Media Network allowing brands to plan, execute and measure mobile advertising campaigns through a single Nokia interface. A range of companies have been initially certified as Members of the Alliance including Mobiqa and uLocate, with many additional members in testing. Leading brands from the automotive to entertainment industries have built

NOKIA
CONNECTING PEOPLE



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campaigns using the Nokia Advertising Alliance.

"Succeeding in mobile requires much more than a banner ad alone. Brands have the opportunity to deliver immersive, highly engaging experiences to consumers. The Alliance gives brands access to a range of novel mobile ad experiences from one trusted vendor," said Mike Baker, VP and Head of Nokia Interactive Advertising.

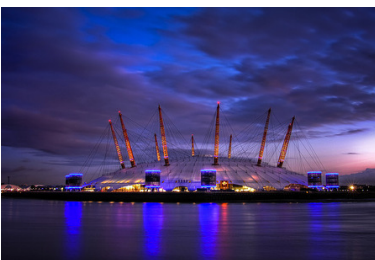
Nokia Interactive Advertising provides brands with all that they need to connect with and engage the mobile customer. It includes: The Nokia Media Network which gives reach to millions of mobile consumers through advertising on more than 100 blue-chip, high performance mobile campaigns for brands and banner ads, mobile internet sites and location finders to mobile coupons, click-to-call and other advanced mobile mechanics.

LIVE EVENTS

AEG Plans Full Mobile Ticketing for The O2 Following Successful Trial



AEG Europe, the entertainment brand behind The O2 arena with Ticketmaster, the world's leading ticketing provider and Mobiqua, is to ramp up its mobile ticketing offer.



Mobile ticketing will be pushed for events within the venue's main entertainment arena as well as its smaller music venue, indigO2 and exhibition space, The O2 bubble.

Mobile ticketing was trialled at a pre-launch event at the venue with good results and Paul Newman, Head of Ticketing at AEG said, "The first tickets to be available on mobile under the new system will be for Simply Red later this year and we'll definitely be offering mobile tickets for the exhibition coming after Tutankhamun".

Mobile Tickets for the World Superbike Championships and Czech MotoGP



Mobiqua and Ticketportal, Eastern Europe's foremost ticketing company, are giving Superbike and MotoGP fans the ability to attend the World Superbike Championships



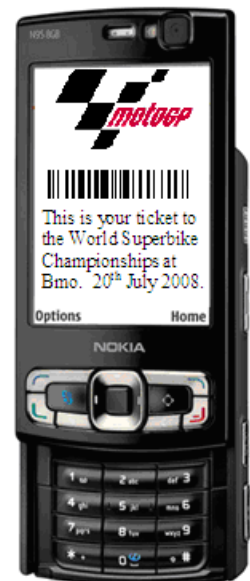
and the Czech Grand Prix at the Automotodrom Brno, Czech Republic using their mobile phones. This innovative service heralds a world first for motorsports and marks an important evolution in sports ticketing logistics.

Europe is the Superbike World Championship's traditional centre and the popularity of the sport has soared in recent years. The magic of the Brno circuit in particular attracts not only keen spectators but also many promoters of motorcycle and automobile club events. The Championships at Brno on July 20 were at the peak of the racing season with riders battling it out on the five-and-a-half kilometre circuit before the UK Championships at Brands Hatch this month, it will also be the first motorsport event in the world to admit fans armed with their mobile phones as their ticket.

On August 15th, Brno was the setting of the 12th out of 18 Grand Prix bringing together the world's top motorcycle manufacturers as well as an elite crop of riders from around the world. Mobile ticketing for Brno adds an exciting new dimension to the motorsport-going experience for the fans as they gathered to see the likes of Valentino Rossi, Dani Pedrosa and Joge Lorenzo battle it out on the Brno circuit.

Those wanting to attend the Superbike World Championships and MotoGP at Brno were able to purchase their tickets online at Ticketportal's website (www.ticketportal.cz). After buying their ticket, they opted for mobile phone delivery where their ticket was sent straight to their mobile phone. The mobile ticket was scanned at the entrance to the Brno circuit where the fans were free to enjoy the event as usual. Opting for mobile phone ticket delivery offers customers, bikers in particular, more convenience as they did not have to wait for their tickets to turn up in the post, carry paper tickets in their leathers, or have to remember to bring their paper ticket with them.

Mobile ticketing has proved a popular means of entry for many live music gigs and festivals around the world and has recently been adopted by several airlines as a way of



receiving your boarding pass for your flight. The World Superbike Championships at Brno marked an important step forward in sport ticketing efficiency and consumer convenience.



Lucia Bocankova, Ticketportal, comments, "2008 is a very important year for Ticketportal in the Czech market as Ticketportal is the very first ticketing company in the country to launch MOBILticket - the most convenient way of getting tickets. Our customers are getting used to MOBILticket quickly by buying tickets for theatres, clubs and concerts but the Superbike World Championship and MotoGP are the first motor sports events in the world where mobile ticketing will benefit the fans."

The Brighton Centre goes Mobile as they Renew their Agreement with Ticketmaster



Ticketmaster, the world's leading entertainment ticketing and marketing company has renewed its multi-year deal with The Brighton Centre.

Ticketmaster will be providing The Brighton Centre with new, cutting edge services: TicketFast and Mobile Ticket. TicketFast is a fast and convenient way to receive tickets as ticket purchasers can download and print their own tickets at home rather than waiting for them to be posted or spending time queuing at the box office. Each ticket has a unique barcode for security, which is scanned at the venue using Ticketmaster's access control system AccessManager.



MobileTicket is another innovative service that offers the ultimate in convenience and security to customers. Upon purchase, a unique 2D barcode is sent to the patron's mobile phone within 24 hours of purchase. Event staff can then scan the mobile phone screen with a specialised handset and the ticket is authorised for entry. A resend facility is also available should buyers accidentally delete or lose their MobileTicket, with the original being

cancelled and replaced securely by invalidating the old barcode and re-issuing a new one.

AccessManager, Ticketmaster's venue access and ticket authentication system will allow The Brighton Centre to utilise and coordinate all of these ticketing services providing a complete ticketing solution for the venue. The system scans each ticket's unique barcode, validating tickets in real-time and deters counterfeiters by identifying invalid tickets and denying access.

Chris Edmonds, Managing Director, Ticketmaster UK said, "I am delighted that The Brighton Centre has chosen to continue using Ticketmaster as their ticketing service provider. Our continued investment in new technology means we can offer the latest innovations in ticketing to our clients and consumers."

Howard Barden, Commercial Manager of The Brighton Centre, says,



"The Brighton Centre is very pleased to be continuing our partnership with Ticketmaster. Ticketmaster consistently strives to offer innovative ticketing solutions, we feel that the new services we can now offer such as TicketFast and MobileTicket gives us the leading edge to provide our customers with the best levels of service and security when making their purchases."

Tickets.com offer Tickets@Phone to the BOK Centre in Tulsa, Oklahoma



Tickets.com, a leading worldwide provider of integrated ticketing solutions, has signed an exclusive, multi-year ticketing services agreement with the BOK Centre in Tulsa Oklahoma. This arena, which is owned by the city of Tulsa and managed by SMG, is a newly constructed, state-of-the-art sports and entertainment venue due to open this month.

"The BOK Centre is an extraordinary new facility and it is an honour to play a part in its launch this fall," said Brian Robert Vice President of sales, Tickets.com. "It will be exciting to collaborate with the BOK team on delivering optimal ticketing functionality, integrating leading edge technologies into their operations and enhancing the event experience for their patrons."

Under the new agreement, the BOK Centre will employ an advanced suite of integrated ticketing solutions



maximising transaction speed efficiency and flexibility. The arena will also utilise

leading-edge technologies including Access Control, Tickets@Home and Tickets@Phone. These tools will provide fans with convenient online ticket printing, delivery and management, faster gate entry and more. Tickets for the BOK Centre will be available through the venue's website and Tickets.com. When the venue opens in the autumn, tickets will also be available at on-site automated kiosks.



"As we anticipate the opening of our venue in a few short months, our partnership with Tickets.com, which enhances our ticketing delivery channels, gives us great confidence," said John Bolton, general manager, BOK Centre. "It will help us to provide our customers with an exceptional experience every time and allow us to innovate and grow with breakthrough technologies that Tickets.com is dedicated to make available to their clients on an on-going basis."

CINEMA

City Theatre in Netherlands
Launch mobi-tickets



Arnhem-based MobiCodes and Rebiticks Software have introduced the first cinema mobi-tickets in the Netherlands with the City Theatre.

The mobile cinema ticket contains a barcode plus information for the film, time, screen and the customers' seat number. The customer arrives at the cinema where they have their phone scanned by cinema staff to allow them in.

Arnold Cornelis, Managing Director of MobiCodes comments, "mobiTickets are not new, but the use of

them is rapidly increasing internationally. That also applies to other applications of mobile barcodes, such as discount coupons and vouchers for retailers. We are proud that we have run with this initiative in a market which is growing rapidly worldwide."

Ludie Vos, Director of City Theatre said, "We are always in search of new innovative technology that helps our customers and makes the process as easy as possible for them. Meanwhile our visitors can select not only their own seats but also request to have the mobi-ticket sent directly to their mobile phone, these innovations are completely unique in The Netherlands. Since we have launched mobi-tickets over 25% of customers have chosen to use this feature. The next step will be that customers will be able to order, pay and receive their cinema ticket using just their mobile phones. At present, that is being developed in association with our partner MobiCodes."

MOBIQA HAVE MOVED OFFICE!

In recent months Mobiqua have undergone rapid expansion of our services and products to meet the diverse needs of our ever-growing customer base.

Mobiqua's services are now live in over 40 countries around the world and as a result we have extended our workforce and have re-located to newer, larger offices within Edinburgh.

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