

Welcome to Mobiqa's Newsletter



Nick Rankin, CEO, Mobiqa.

Welcome to Mobiqa's first newsletter of 2010. In this edition we cover a hat trick of airline signings including Malaysia Airlines, one of Asia's largest carriers, Olympic Air, Greece's leading airline and Vueling.

In North America, Empire Theatres are set to go live with mobile tickets in 22 of their cinemas across Canada and Movietickets.com announce a strategic partnership with Mobiqa.

Finally, Craig Russell, our software engineer, discusses mobile web as Mobiqa launch our mobi-web™ and mobi-kiosk™ - mobile application solutions.

We hope you enjoy reading about our successes, for more information please visit www.mobiqa.com



this issue

Empire Theatres P.2

Vueling Airlines P.3

Olympic Air P.3

BookMyShow P.4

Mobile Web P.4

Mobile Boarding Pass at the Heart of Paperless Travel

Mobiqa's mobile barcoded boarding pass (mBCBP) delivery service is an integral part of Malaysia Airlines' unique suite of applications for its 14 million passengers – flymas.mobi – specially developed for the airline by the aviation IT specialist SITA.

SITA

flymas.mobi allows passengers to book, pay, check-in and board their flight simply using their mobile phone and Mobiqa's technology allows passengers to receive their boarding pass on their phone in the form of a web-link message. This boarding pass contains an IATA standard 2D barcode and useful travel information for the passenger such as flight time and seat number.

Jim Peters, SITA's Chief Technology Officer and Head of SITA Lab, says, "Our team worked closely with Mobiqa to provide Malaysia Airlines with the mobile barcoded boarding pass functionality for flymas.mobi. In doing so, we have provided a solution that gives complete control of the journey to passengers allowing them to go from booking to boarding using any web-enabled mobile device. "

Malaysia Airlines, the national carrier of Malaysia and one of Asia's largest commercial airlines, is the first Far Eastern carrier to use Mobiqa's mBCBP delivery for their passengers. This service means passengers no longer require a printer to print their boarding pass or queue at check-in to collect their boarding documents. Following delivery of their mobile boarding pass, passengers are able to proceed straight to security where the barcode on their phone is scanned to allow them entry to the departure gate.



Malaysia Airlines' flymas.mobi uniquely harnesses the capabilities of smart phones to offer passengers context-aware services using geolocation. It is also the first mobile airline application which connects bookings to Facebook, Tript and Dopplr enabling friends and colleagues to be informed about each other's travel plans.

"Our partners at Vortex Mobile and Mobiqa are helping us build a delivery mechanism and mobile strategy that will ensure the best possible execution and experience for our guests"

Dean Leland, VP Media and Studio Relations, Empire Theatres



Mobile Phones are Just the Ticket for Empire Theatre



Cinema-goers in Canada can now have their movie tickets sent to their mobile phone as a text message. Beginning Monday, February 8th, this service will be available at 22 Empire Theatres locations across Canada.

Empire Theatres is Canada's second largest and fastest growing film exhibition company.

This new mobile ticketing service allows guests to skip the box office queue saving time and paper. The mobile ticket contains a link which opens a barcode. This barcode is then scanned by the usher.

The service is available to ticket buyers at empiretheatres.com and empiretheatres.mobi, who have a mobile device capable of receiving text messages and accessing the internet. Guests interested in testing the service can text TEST to EMPIRE (367473). They will receive a response text including a link which they can follow to check the service is available to them. Empire Theatres does not add a surcharge for this service, but standard text messaging and data

rates may apply, depending on the purchaser's provider.

"We see mobile communications as being the most personal and convenient means of providing the information our guests desire in real time," said Dean Leland, Vice President of Media and Studio Relations for Empire Theatres. "Our partners at Vortex Mobile and Mobiqa are helping us build a delivery mechanism and mobile strategy that will ensure the best possible execution and experience for our guests."

The mobile ticketing service is building on the text messaging platform that Empire Theatres recently rolled out. The platform, has already been used for contests and for a very successful Buy One Get One (BOGO) ticket promotion. "The promotion far exceeded our expectations" says Dean Leland. "For our inaugural barcoded mobile coupon campaign we were looking to meet the industry average redemption rate of between 5 - 15%. Instead, the promotion yielded five times the participation that was forecasted and a redemption rate significantly above industry standards."

Movietickets.com Launches Paperless Movie Ticketing



MovieTickets.com, a leading player in US advance movie ticketing, has announced a strategic relationship with Mobiqa. This partnership will see the launch of a paperless, mobile ticketing pilot program.



During the pilot, moviegoers who purchase tickets at MovieTickets.com for show times at participating Classic Cinemas theatres in Chicago will have a barcode sent to their mobile phones via SMS web-link or MMS. The barcode, will then be scanned at the theatres and will replace the existing paper tickets.

"The results of this program could certainly impact the future of movie going options," said Joel Cohen, executive vice president and general manager, MovieTickets.com. "The paperless system will streamline the ticket redemption process

by making it easier for both moviegoers and theatre staff."

"Classic Cinemas specializes in providing outstanding guest service at a value in our classic themed state-of-the-art theatres," stated Chris Johnson, vice president, Classic Cinemas. "We're thrilled to partner with MovieTickets.com to create a mobile ticketing process that incorporates the latest technologies for an efficient ticket buying process."

"The paperless system will streamline the ticket redemption process by making it easier for both moviegoers and theater staff."

Joel Cohen,
Executive VP and GM,
MovieTickets.com

Olympic Air Modernise Passenger Services with mBCBP Delivery



Olympic Air, Greece's largest and highly innovative carrier, has launched a mobile boarding pass delivery service for their passengers which offers more freedom and greater flexibility, especially for business travellers.

Olympic Air passengers are able to receive a boarding pass on their phone following check-in either online or via mobile internet at mobile.olympicair.com. Having completed the check-in process, passengers receive a web-link to the IATA standard, secure, barcoded boarding pass. The passenger presents this message at security control and at their departure gate for scanning and validation.

Olympic Air's mobile boarding pass contains a secure, IATA standard, 2D barcode and flight information such as flight time and seat number. By opting for mobile boarding pass delivery, passengers no longer require a printer or a PC to print out their boarding pass saving time and paper. Passengers can enjoy the convenience and flexibility of checking-in and receiving their boarding pass on-the-go, by-passing queues at the airport. This new service is available for Olympic Air flights departing from Athens International Airport.



"Olympic Air, a new, modern airline, will continue to provide its passengers technologically sophisticated services and tools, which are user friendly and offer the passenger an unrivalled travelling experience."

Stavros Daliakas, COO,
Olympic Air

Nick Rankin, CEO, Mobiqa, comments, "Mobiqa are delighted to be able to provide Olympic Air's passengers with our mobile boarding pass technology. Olympic Air operates one of Europe's youngest fleets and has become synonymous with innovation – an attribute this new mobile service will be sure to cement."

Stavros Daliakas, CCO, Olympic Air, comments, "Olympic Air, a new, modern airline, will continue to provide its passengers technologically sophisticated services and tools, which are user friendly and offer the passenger an unrivalled travelling experience".

Vueling Airlines go mobile



Since the launch of Vueling's mobile boarding pass service in 2009, more than 100,000 passengers have successfully used their mobile phone to board their flight from the new Terminal 1, Aeropuerto de El Prat.

This new measure from Vueling significantly reduces paper wastage, passengers who check-in online from their house or office can opt to receive a boarding pass on their mobile phone, which is available for 95% of mobile phones in Spain.

This innovative service is available for all domestic and international flights leaving Barcelona and Bilbao Airports. Following the roll-out of the mobile boarding pass service at these Airports, AENA plans to extend this functionality to the rest of its airports.

The development and implementation of this mobile boarding pass service in Barcelona and Madrid has been made possible thanks to close collaboration between Vueling and AENA.





Book My Show (NZ) Launch Mobile Phone Movie Tickets



"Not only does the Mobiqa solution allow us to offer a great service to our customers, but just as importantly, it provides us with another source of revenue."

Matthew Preen,
Book My Show (NZ)

Book My Show (NZ) Ltd, New Zealand's comprehensive movie information and ticketing site, has signed a deal with Mobiqa to offer customers a mobile ticket delivery channel.



Book My Show (NZ) is a joint venture between Vista Entertainment Solutions, global leader in entertainment software solutions and Bigtree Entertainment Pvt. Ltd, India's premier ticketing, information and analysis solutions provider. Book My Show (NZ) allows movie fans to search listings for their local cinemas and book their tickets altogether. The site has the latest movie releases and blockbuster details so customers have access to



all the information they need to book their tickets without queuing.

To add further convenience to customers' movie-going experience, Book My Show (NZ) has partnered with Mobiqa to allow customers to request their cinema ticket to their mobile device after completing their purchase on www.bookmyshow.co.nz.

Matthew Preen, The Guy That Does it All, from Book My Show (NZ) comments, "Not only does the Mobiqa solution allow us to offer a great service to our customers, but just as importantly, it provides us with another source of revenue. The process to launch with Mobiqa has been very easy and I am delighted with the final solution."

Craig Russell, Mobiqa's Software Engineer, discusses: *Mobile Web*

Out of the dozens of features a modern phone can now offer, the ability to access the internet in some form on the device is arguably one of the most useful features. There is a growing expectancy that access to the internet should not be restricted to a desktop PC, or even a laptop, but that the internet should be available in a truly portable way; whenever, wherever, from a mobile phone.



Craig Russell,
Software Engineer,
Mobiqa

Whilst accessing the internet from a mobile device is only recently gaining popularity, it is by no means a recent innovation. Accessing the internet using WAP, for example, has been possible for over a decade.

Although a WAP browser could display a basic page of information, the page typically consisted of a small amount of text, and only text. What could be displayed on the device then differs immensely from the rich content supported on a mobile device now.

However, despite the capabilities of modern devices improving, the experience in accessing some websites designed for a PC through a mobile device can still be improved. Full websites can be cumbersome to navigate; if the website was originally designed for a larger screen it can be difficult for a person to find what they are looking for. Similarly, whilst most conventional websites avoid the need for horizontal

scrolling and are designed to work with a mouse and scroll wheel, avoiding this on mobile device is impossible when viewing most full websites. Furthermore, many websites could benefit from having the content available reduced when viewed using a mobile device; the potential slow speed and potential high cost of mobile web means a website should be streamlined to provide only the essentials in order to keep the experience a pleasant and affordable one.

In order to overcome the problems noted above, it is important for websites to be optimised for viewing, both in terms of what content is actually provided and what capabilities the viewing mobile device can support. Many companies are now offering an alternative website, designed to be viewed on a mobile phone. These websites typically limit the content as identified above, and in many ways this method is a good step forward to making a website useful and usable on a phone. However, this alone is often not enough. Just as a one-size-fits-all approach is not appropriate to handle the differences between a PC and mobile, a one-size-fits-all approach does not cover the differences between all mobile web capable devices. What is necessary is a solution which

allows websites to be tailored to fit the particular device accessing it, in terms of both content and layout.

This is exactly what is offered from Mobiqa as part of our newly developed service, mobi-web™. mobi-web™ allows desired information and features from a website to be accessible from a mobile device, fully optimised for the device in use. By automatically detecting the type of handset accessing a webpage and drawing on years of knowledge of thousands of handsets, their capabilities and their nuances, we can deliver content truly optimised to ensure the webpage is visually appealing, functional and easy to use. The higher end handsets can benefit from some of the more advanced mobile web technologies to deliver a rich experience, whilst the experience for lower end handsets can be degraded gracefully. Furthermore, since a website can be mobilised with little or no IT development needed from the owning company, mobi-web™ is the smart way to ensure people can access the important information and services they need from a website, whenever, wherever.