

## Welcome to Mobiqa's Newsletter



Ronnie Forbes, CTO, Mobiqa.

Welcome to Mobiqa's second newsletter of 2010.

Almost half way through the year and Mobiqa continues to enjoy success in the travel and entertainment sectors.

Fandango, a leading movie-goer destination for exclusive film clips, celebrity interviews and cinema ticket purchase, launched mobile ticketing across the Reading Cinema circuit in the US.

April saw Mobiqa celebrate Earth Day by helping customers save thousands of miles of paper. Mytrainticket.co.uk also jumped on board with Mobiqa by offering paperless ticketing capabilities for their clients who include train operating companies throughout the UK.

Please turn to page 3 to see our interview with Vista Entertainment Solutions' CEO; Murray Holdaway, plus details of how to follow us on our new blog!

Murray Tait, our Software Development Manager discusses the Mobile Renaissance.

We hope you enjoy this issue, for more information please visit us at [www.mobiqa.com](http://www.mobiqa.com)



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## Fandango launches mobile ticket program at movie theatres in 8 markets

Fandango, one of the US's leading movie-goer destinations, has partnered with Mobiqa to enable customers to get movie tickets sent as barcodes to their mobile phones.

Fandango is rolling out its Mobile Ticket program with cinema operators across the US.

Moviegoers are now able to take their mobile phone straight to the theatre ticket-taker, who will scan the mobile barcode. This convenient form of ticketing allows customers to skip queues at the box office and kiosks.

Fandango's Mobile Ticket works with all leading mobile carriers and does not require a smartphone. The service is already being rolled out to more than 100 screens in the Reading Cinemas circuit, including;

- New York: City Cinemas 1, 2 & 3, Angelika Film Center, East 86th Street Cinemas, Village East Cinema, Beekman Theatre and The Paris Theatre;
- New Jersey: Manville 12 Plex;
- Dallas/Plano: Angelika Dallas and Angelika Plano;
- Bakersfield: Valley Plaza 16;

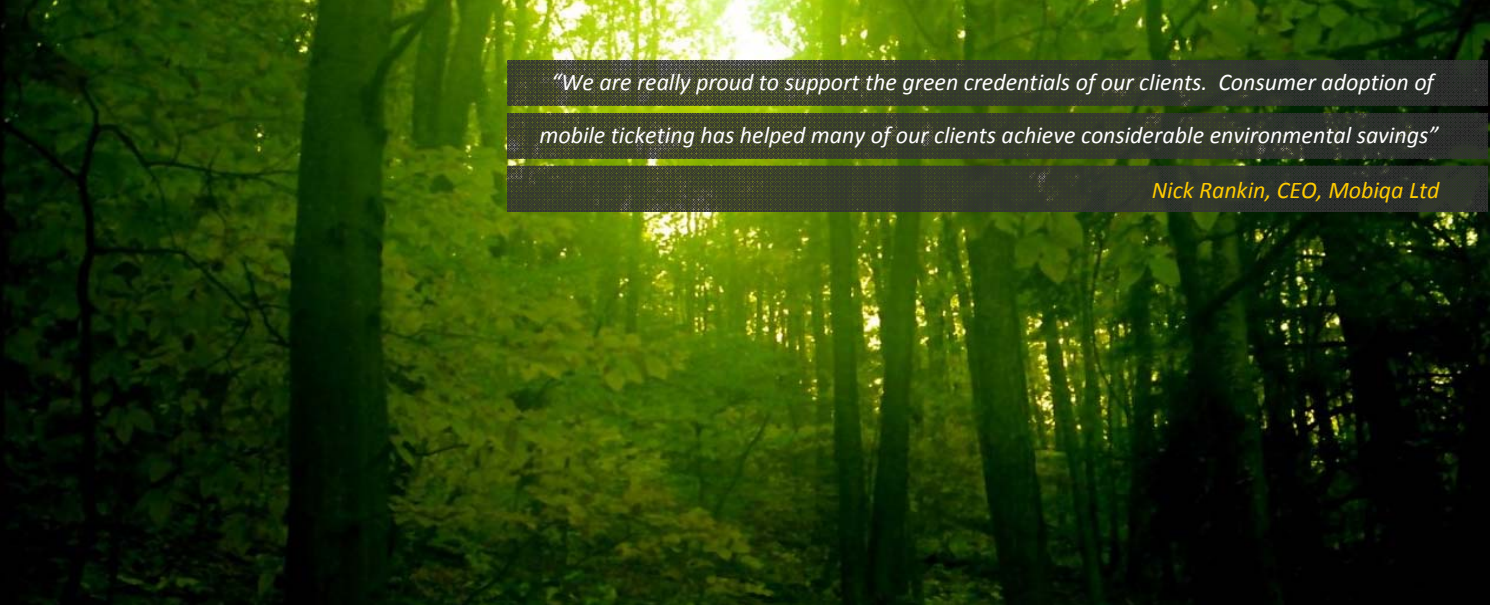
- San Diego: La Mesa Grossmont Center and Clairemont Town Square Stadium;
- Houston: Angelika Film Center and more.



Fandango's Chief Operating Officer, Rick Butler says, "We've already seen success in the mobile space with our variety of apps for the iPhone, Android, Blackberry, Palm and others. We know that Mobile Ticket will be one more Fandango convenience that

moviegoers will enjoy using. Our cell phones are with us all the time - so what better way to ensure you have your movie ticket."

"Reading Cinemas is honoured to work with an innovative company like Fandango," says Terri Moore, Vice President of Theatre Operations for Reading Cinemas' Western Division. "Fandango's Mobile Ticket is extremely convenient and our customers really enjoy being on the cutting edge of this new technology."



*"We are really proud to support the green credentials of our clients. Consumer adoption of mobile ticketing has helped many of our clients achieve considerable environmental savings"*

*Nick Rankin, CEO, Mobiqa Ltd*

## Mobiqa's mobile tickets save over 7,000 miles of paper for the travel and entertainment industries

Mobiqa celebrated Earth Day 2010 by helping our customers save over 7,000 miles of paper - that's 10 x the length of Britain - with paperless ticket technology. Paper savings offered by the mobile channel are significant with Mobiqa set to save 270,000 miles of paper within the next 5 years, the equivalent to almost 11 x the circumference of earth!

Nick Rankin, CEO, Mobiqa, says, "We are really proud to support the green credentials of our clients. Consumer adoption of mobile ticketing has helped many of our customers achieve considerable environmental savings."

Companies within the travel and entertainment industries have chosen Mobiqa's paperless technology, not only to offer a greener alternative to paper boarding passes and tickets, but to also enhance their customers' experience by providing a convenient ticket delivery alternative.

## MyTrainTicket.co.uk offer mobile ticketing capabilities to rail companies across the UK

New train ticketing company: MyTrainTicket.co.uk, has teamed up with Mobiqa to provide mobile ticket delivery capabilities to the UK's rail companies and their passengers.

MyTrainTicket.co.uk sells tickets for all UK train companies to all National Rail destinations and London Underground stations. By offering the mobile channel as a delivery option, train companies will be able to send train tickets to mobile devices, thereby removing the need for customers to have tickets posted, print tickets at home, or collect tickets from a kiosk. MyTrainTicket.co.uk's mobile tickets are delivered by Mobiqa as SMS Web Link, Email Web Link or MMS messages and contain a barcode plus travel itinerary details. The mobile barcode is scanned and validated at the station or onboard the train.

## Patronaat is first Dutch venue to go live with mobile ticketing

Haarlem-based music venue: Patronaat, in cooperation with ticketing partner Paylogic and Mobiqa's Dutch distributor; MobiCodes, is the first Dutch venue to offer mobile tickets to concert goers.



Patronaat is one of the ten largest alternative pop music halls in the Netherlands.

Concert goers buying their tickets online at patronaat.nl can opt for mobile delivery meaning no more tickets left inside jacket pockets, at home or in the printer.

As well as mobile delivery, Patronaat is working in collaboration with local retailers and sponsors to offer discount coupons and other promotions to concert goers. Following the success of Patronaat's iPhone application, iPatro, mobile ticketing was the next logical step in customer service for the company. By offering mobile ticket delivery, Patronaat anticipates a significant increase in the number of people using their phone for gig entry.

*Nearly 15 billion tickets will be delivered via mobile devices worldwide by 2014 - up from just over 2 billion in 2010.*

*Juniper Research:  
Mobile Ticketing Applications  
and Markets 2009 - 2014*

More than 1 in 10 mobile subscribers will either have a ticket delivered to their phone or buy a ticket with their phone by 2014. This represents a five fold growth over the next five years.

Juniper Research: *Mobile Ticketing Applications and Markets*  
2009 - 2014



Murray Holdaway, CEO, Vista Entertainment Solutions

## Murray Holdaway from Vista Talks Mobile:

Murray Holdaway, CEO of Vista Entertainment Solutions, has been in the Cinema IT industry for over 20 years. Vista and Mobiqa have been working together for the past 5 years to bring innovations in mobile to the cinema sector. Vista's expertise in Cinema Management Software combined with Mobiqa's experience in Mobile Ticketing, creates a powerful force for mobile cinema ticketing.



patrons. This increased range of options for delivering content to consumers, means that cinema industry members, whether they be cinema exhibitors or distributors, will be able to tailor campaigns and messages for each user individually, with the mobile device "identifying the end user".

Given the rapid rate of mobile device developments, the potential for utilising the mobile channel in the cinema

industry is considerable. Developments such as increased speed and bandwidth in the telecommunications industry, plus new capabilities such as location based services and live streaming are likely to open new ways to communicate with the cinema goer.

Vista and Mobiqa remain at the forefront of key mobile trends and technology. We expect to see an increasing amount of mobile solutions being provided to the cinema industry and to cinema-goers.

A number of Vista's operators now offer end users the option of receiving tickets on their mobile device after booking via internet, call centre or telephone. As the mobile channel becomes an increasingly important form of self service, end users are choosing to have cinema tickets sent to their device, making purchase and redemption more convenient.

With increased mobile phone usage and development of smart phone technology, the mobile channel provides the cinema industry with a dynamic medium for delivering content and communicating with



## Mobiqa launch its new blog!

Mobiqa has launched *The Red Fox Blog*, for anyone with an (un)healthy interest in the mobile industry. We'll be talking about everything mobile from apps to the launch of new devices, the use of mobile self-service within the transport industry, our Earth Day achievements and much more.

To read about these stories, please subscribe and please do involved with our discussions at The Red Fox Blog:

[www.mobiqa.com/blog](http://www.mobiqa.com/blog)





# Barcodes go mobile thanks to Centric and MobiCodes

*"Since barcodes are displayed on mobile telephones, consumers no longer need to use cards, saving stamps and vouchers."*

Frank van der Wielen,  
Centric Sector Manager

Centric Supply Chain Solutions provides retailers, logistic service providers, wholesales and production companies with innovative IT solutions. Centric have opened their StoreWorld DynaVision 2010 point of sale system to MobiCodes, Mobiqa's Dutch distributor.

Together with Centric, MobiCodes will first concentrate on rolling out services for retailers, including coupon and vouchers for fashion, food and non-food items."

Frank van der Wielen, Centric Sector Manager, said, "Mobile barcodes can be used in a range of retail chains. Since barcodes are displayed on mobile telephones, consumers no longer need to use cards, saving stamps and vouchers. But that's not all; using MobiCodes, customers can order and receive a ticket, discount coupon or

voucher anytime, anywhere and not just by text message but using WAP, email or MMS. Retailers also benefit, since consumers can be approached more easily."

## MobiCodes

Arnold Cornelis, Managing Director, MobiCodes BV, explains, "We are always on the look out for new partners - reliable parties

that are already working with barcodes and that want to start putting them on mobile devices too. Centric provides a total solution for highly attractive partners in various sectors relevant to MobiCodes BV, including retail, government, wholesale, manufacturing and health-care sectors. All these sectors have products that are compatible with mobile barcodes. MobiCodes are a socially responsible alternative to paper barcodes or plastic cards."

**Murray Tait, Software Development Manager, Mobiqa,**

**muses about**

## The Mobile Renaissance



**The surge to mobile is redefining accepted technological wisdom and the richest rewards will go to the fastest to adapt.**

A short age ago, the lightly pencilled answers to the technology puzzle were just waiting to be inked over. We knew that if you preferred to wear your sweater as a scarf, then you would coo over the bare simplicity of each new Object d'Apple Art. Linux was for frustrated engineers who secretly yearned to swap their mouse for a torque wrench and Windows was the OS for the perpetually too busy to bother and those willing to suffer endless exasperation for the convenience of conformity.

It was all neat and complete and so easy to ignore that crazy burble from our pockets where our transforming phones had started to one-line our friends, picture our pets doing funny things, sync along to our songs and roller coast around the net. Then we woke one morning to find Apple had abandoned the exclusivity so perversely beloved of the counter culture and was the champion of the everyman. It had begun to dawn on Microsoft that we were not all PCs and Google showed that science fiction wasn't that hard (when you had a lot of money) and then they wondered what else was easy when you had even more money than that.

The snag to this new world is that we can't just hit the web for the answers because it's the web itself that is changing. In only a few years, more people will be surfing from the computer in their pocket than the ones on their desks. Already, two hundred thousand apps are jostling for attention

in a single store window and a million saggy websites need to squeeze themselves onto pocket sized screens.

Mobile computing is an exciting new game and we think we can help you meet its challenges and seize the amazing opportunities it presents.

