



Mobile Barcodes: Mobiqa achieves IATA Strategic Partner Status

Posted by [Bena Roberts](#) on Mar 11, 2009 18:08

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Mobiqa one of the top 5 **mobile barcode** players has become an IATA Strategic Preferred Partner.



WHAT?

Basically since 2007 Mobiqa has focused on Barcoding and Boarding passes as part of the IATA's Simplifying the Business programme.

Why?

The aim of the scheme is to eliminate the magnetic stripe boarding pass in order to save the airline industry USD 1.5 billion.

Patents?

Mobiqa holds the European patent over the essential process of optimising barcodes for successful delivery and display on mobile devices. This process of optimisation by Mobiqa involves sizing individual barcodes to suit the technical characteristics of the mobile devices on which they are to be displayed.

From the press release:

Nick Rankin, CEO, Mobiqa, comments, "Mobiqa are delighted to have been selected as IATA's Strategic Preferred Partner for mobile boarding pass technology. This is a fabulous endorsement by Mobiqa's clients, and the industry as a whole, of Mobiqa's position as the market leader in respect of mobile solutions for the airline industry such as mobile boarding."

What we think?

I like the quick push of its patents in the is press release very bullish. But basically, airlines and barcodes are like gin and tonic – made for one another. So its good for Mobiqa but loads of barcode providers have teamed with airlines and there are several standards and ways in which barcodes can be used to help the airline industry.