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## Mobiqa: Mobiqa Achieve IATA Strategic Preferred Partner Status

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EDINBURGH., Mar 11, 2009 (M2 PRESSWIRE via COMTEX) -- NWA | Quote | Chart | News | PowerRating -- Mobiqa, world leaders in mobile barcode solutions, have been elevated by IATA to Strategic Preferred Partner Status. Since February 2007, Mobiqa has played an active role in the Barcoded Boarding Pass (BCBP) element of IATA's Simplifying the [Business](#) programme. The aim of the BCBP initiative is to eliminate magnetic stripe boarding passes and save the airline industry \$1.5 billion of costs per year.



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. Airlines who were first to adopt Mobiqa's innovative mobi-pass mobile barcoded boarding pass solution include Northwest Airlines and Qatar Airways. A large number of other leading carriers are currently in trial phase and with patent protection and Preferred Partner Status afforded by IATA, Mobiqa is well positioned to support the industry's mobile boarding pass activities.

In 2007, Mobiqa launched a comprehensive suite of airline-specific, mobile products including flight status alerts, mobile check-in and their award-winning mobi-pass solution. With mobi-pass, passengers are able to check-in online, or by using their [mobile phone](#), and receive their barcoded boarding pass to the inbox of their mobile device. Passengers are then free to proceed straight to the security search area and on to the departure gate using only their mobile boarding pass rather than a paper based boarding pass at every stage of the process. Unlike a number of software companies who have tried to imitate Mobiqa, mobi-pass contains a fully optimised barcode and is available to passengers by way of: MMS; Email; WAP Link and WAP Push. With connections to over 500 mobile network operators worldwide, Mobiqa is able to reach almost every passenger using one of its four core delivery channels.

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."

Note to Editors:

About Mobiqa

Mobiqa are world leaders in mobile phone barcoded boarding pass, mobile ticketing and mobile couponing solutions.

Mobiqa's mobi-pass services are based on the delivery of IATA standard barcodes to [mobile phones](#) via MMS, Email and WAP.

Advantages of mobi-pass:

- Reduces distribution and operational costs by allowing a reduction in airport counter space and ground crew through increased use of online booking Improved passenger convenience by reducing queues at check-in and removing the need for a printer to print their boarding pass.
- Environmentally friendly, mobi-pass eliminates the need for printing paper boarding passes.
- Instant delivery Improved CRM as airlines and airports can provide a range of innovative mobile services to their passengers.
- IATA Compatible, mobi-pass is compatible with existing airport scanning equipment installed for IATA barcoded boarding passes. Supports agreed industry standards including DataMatrix, Aztec and QR codes.
- Mobiqa offer airlines a range of innovative mobile services including WAP and SMS check-in, SMS alerts and sophisticated click-through banner advertising opportunities for corporate partners.

The company has created a number of 'world firsts' in the transport, concert, sports and event ticketing industries as well as multimedia coupon promotions.

Mobiqa's patented barcode technology is available on six continents and in over 40 countries including USA.

Mobiqa is a private limited company headquartered in Scotland. Learn more at [www.mobiqa.com](http://www.mobiqa.com)

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