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On the eve of major network expansion, Indonesia's third largest private carrier, Sriwijaya Air, today announced the completion of a successful migration to

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MOBILE BOARDING PASS AT THE HEART OF PAPERLESS TRAVEL

Source: [Mobiqa](#)

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Mobiqa, mobile content optimisation specialists, has delivered the mobile boarding pass at the core of the most comprehensive menu of mobile phone functionality available to airline passengers anywhere in the world.

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.

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 WAP-Link or Email-Link message. This boarding pass contains an IATA standard 2D barcode and useful travel information for the passenger such as flight times and their seat number.

Jim Peters, SITA's Chief Technology Officer and Head of SITA Lab, said: "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, TripIt and Dopplr enabling friends and colleagues to be informed about each other's travel plans.

In another major first, flymas.mobi allows passengers to check the status of a delayed bag as the application can link to SITA's WorldTracer, the industry standard, fully-automated system for tracing lost or mishandled passenger baggage used by over 440 airlines and ground-handling companies worldwide.

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