

mobiqa

CASE STUDY: LOUNGE PASS TAKES OFF WITH M-TICKET

THE WORLD LEADERS IN
MOBILE BARCODE TECHNOLOGY

Venue: VIP Airport Lounges across the UK

Product: mobi-ticket™



Where & When: Lounge Pass, the UK's leading, pre-bookable airport lounge programme, and Mobiqa, have launched an *M-Ticket* service, offering a convenient and innovative way for passengers to gain access to airport VIP lounges.



Lounge Pass offers passengers a way to beat the airport crowds while waiting for their flight by booking access to an exclusive VIP lounge. The *M-Ticket* service offers Lounge Pass customers a means of receiving a secure barcoded Lounge Pass entry ticket straight to their mobile phone after purchasing access to the lounge through travel agents or directly on www.loungepass.com. *M-Ticket* contains a scannable barcode and information on their lounge access. This ticket is sent to passengers in the form of a standard text message. The *M-Ticket* is then scanned at the reception desk and the passenger can enjoy all the benefits that the VIP Lounge has to offer.

M-Ticket offers passengers many advantages over traditional paper ticketing; it is simple, secure and convenient as passengers don't need to remember their booking voucher to gain access to the lounge and don't need access to a printer whilst travelling; everything they need is held on their mobile phone. *M-Ticket* is also a more eco-friendly option compared to paper lounge access vouchers and is accessible immediately after purchase.

Jacqui Bates, Head of Lounge Pass comments, "Lounge Pass has been the market leader for some time in terms of the number and range of lounges we offer to travellers. We are delighted to take the lead again in bringing a new dimension of convenience to booking airport lounges."

mobiqa

mobile barcode solutions

Mobiqa Ltd
10 Kittle Yards
Causewayside
Edinburgh EH9 1PJ

Phone: +44 (0)131 668 4256
Fax: +44 (0)131 667 7935
E-mail: info@mobiqa.com

Mobiqa Technology Used: Mobiqa's core mobi-ticket platform

Scanners Used: Access IS BGR120 Scanner

CASE STUDY: LOUNGE PASS

Technology Solution and Integration Overview:

1. Passengers books VIP lounge access online and opts for mobile delivery.

2. If the customer opts for mobile, their mobile number, make and model details are captured (and pre populated for repeat visits).

3. The ticketing platform transmits the relevant data - barcode number, mobile phone number, handset make and model and dynamic text underneath (seat number, name of film etc) - to Mobiqua in XML format. Mobiqua's XML API is available on request.

4. Mobiqua send out the mobile tickets either by SMS, WAP Push, Email (link html attachment) or MMS to the customer's mobile phone.

5. Customer takes mobile phone to VIP lounge and it is scanned at entry.

6. Scanner used is an Access BGR 120 scanner either containing or linking to the original ticketing platform that sold the ticket in the first place to complete validation.



