

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study

Lounge Pass Takes off with M-Ticket

Lounge Pass offer passengers an innovative and convenient means of entering VIP airport lounges by sending a ticket straight to their mobile phones.



CASE STUDY: Lounge Pass Launch m-ticketing

Lounge Pass, the UK's leading pre-bookable airport lounge programme 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. The tickets is sent to passengers in the form of a standard text message. The M-Ticket is scanned at the reception desk and the passenger can enjoy all the benefits that the VIP lounge has to offer.

M-Ticket offers passenger many advantages over traditional paper ticketing, it is simple, secure and convenient as passengers don't need to remember their booking voucher to gain entry to the lounge and they don't need access to a printer,

everything they need is 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 travelers. We are delighted to take the lead again in bringing a new dimension of convenience to booking airport lounges."

For more info visit: www.mobiqa.com or www.loungepass.com



Technology Overview

Receiving tickets on your mobile phone device for Airport Lounge access is a simple and very convenient process.

1. Passengers book VIP lounge access online or through their travel agent and opt for mobile delivery.
2. When the passenger opts for mobile delivery, their mobile number, make and model details are captured (and pre-populated for repeat visits).
3. The Lounge Pass ticketing platform transmits the relevant data - barcode number, mobile phone number, handset make and model and dynamic text - to Mobiqa in XML format.
4. Mobiqa send out the mobile ticket via SMS, MMS, WAP or Email (link html attachment) to the passenger's phone.
5. Passenger has their mobile phone scanned at the entrance to the VIP lounge. Scanners used are BGR 120 scanners either containing or linking to the original ticketing platform.

