



mobilising your business

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## Mobiqa's Mobile Tickets Save over 7,000 Miles of Paper for the Travel and Entertainment Industries

Mobiqa, a leading supplier of content optimised for mobile devices, celebrates Earth Day 2010 by helping its clients save over 7,000 miles of paper – 10 times the length of Britain – with paperless ticketing technology.



Mobiqa specialises in the worldwide delivery of barcoded tickets to mobile phones and also in building mobile websites. Mobiqa's clients include; the world's biggest airlines, entertainment ticketing providers, and cinema operators. Paper savings offered by the mobile channel are significant with Mobiqa alone set to save over 270,000 miles of paper in the next five years – the equivalent of 10 times the circumference of the earth.

Nick Rankin, CEO of Mobiqa, comments: "We are really proud to support the green credentials of our clients. Consumer adoption

of mobile ticketing has helped many of our customers achieve considerable environmental savings."

Transport and entertainment organisations have chosen Mobiqa's paperless technology to offer a greener alternative to paper tickets while enhancing the consumer experience with a more

convenient ticket delivery channel. Consumers purchasing tickets for a flight or event can opt for mobile delivery upon which, an SMS web-link or Email web-link is sent to their mobile. By accessing their ticket through this link, they are able to bypass check-in or box-office queues and head straight to their boarding gate or event where the barcode on their phone is scanned and validated.

Mobiqa continue to lead the way in mobile ticket technology and are a key enabler of mobile ticket delivery which is forecast by Juniper Research to reach 15 billion tickets by 2014. Mobiqa has experienced a 620% increase in mobile ticketing transactions over the past 12 months.

**Note to Editors:**

**About Mobiqa**

Mobiqa specialises in building high-end mobile internet sites and delivering optimised barcoded tickets, boarding passes and coupons to mobiles worldwide. With connections to over 600 mobile networks in over 150 countries, Mobiqa is able to push content to end users across the globe regardless of their mobile device type or network operator. Mobiqa has been granted the international patent over the process of Optimisation in Europe, US, Canada, India, Australia and South Africa, and is pending in other key regions. Mobiqa's client list and more information are available on our website: [www.mobiqa.com](http://www.mobiqa.com).

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