

# Mobiqa case study



## Qatar Launch mobi-pass™

*Qatar Airways, one of the world's most innovative airlines offer mobile boarding passes to their customers.*



## CASE STUDY: Qatar Airways Launch mobi-pass™

In November 2008, Qatar Airways one of the fastest growing carriers in the world, launched their innovative boarding pass delivery service which allows passengers to receive a boarding pass straight to their phone.

Qatar Airways operates one of the youngest fleets in the world flying to over 80 destinations across the globe. In November 2008, mobi-pass™ was launched alongside web check-in at Doha International Airport, the hub of Qatar Airways. Since launch, the service has rolled out to a number of other airports.

Qatar Airways' mobile boarding pass incorporates passenger travel details

on an industry standard barcode that is sent to the passenger's mobile device in the form of a WAP Push/Link message.

Passengers who opt for this convenient mobile delivery service will be able to enjoy several distinct benefits including; receiving their boarding pass on the move and proceeding directly to the airport security check-points; bypassing check-in queues; not requiring a printer at home or a kiosk to print their boarding pass and choosing a more eco-friendly option compared to traditional paper-based boarding passes.

Once the passenger receives their

boarding pass, their phone is scanned at the security check-points and at the departure gate to allow them on-board their flight and to continue their journey as usual.

Nick Rankin, CEO Mobiqa comments, "Qatar Airways is an excellent example to the airline industry of how a modern, forward-thinking airline can monopolise innovative and exciting technology to benefit not only their passengers but their airline and the airport as well. Mobiqa is delighted to work with Qatar Airways and we firmly believe that this state-of-the-art technology is a perfect fit for them."

Welcome to a world of 5-star journey



## Technology Overview

*Receiving your boarding pass to your mobile phone affords passengers a more convenient and efficient means of travel.*

1.

Passenger checks-in online at [www.qatarairways.com](http://www.qatarairways.com) or on Qatar Airways' mobile check-in site and opts for a mobile boarding pass.



2.

Qatar's check-in system transmits the relevant data - barcode number, mobile phone number, handset make and model and dynamic text - to Mobiqa in XML format.



3.

Mobiqa send out the mobile boarding passes by WAP Push/Link or Email (link html attachment) to the passenger's mobile phone.



4.

Passengers take their mobile boarding pass to the security and boarding gates where their phone is scanned.

5.

Standard airport scanning equipment is used linking to the original DCS that issued the boarding pass to complete validation.

