



PRESS RELEASE:

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Mobile boarding pass service for all passengers flying from Sarajevo Airport

Sarajevo Airport, Bosnia and Herzegovina's main international airport, has announced the launch of a new mobile barcoded boarding pass delivery service for all passengers



Picture: Optimised mobile barcoded boarding pass

flying with airlines using the airport's online check-in facilities. Sarajevo Airport has chosen Mobiqa, specialists in mobile barcode and content optimisation, to provide passengers with this mobile boarding pass functionality.

The launch of Sarajevo Airport's mobile boarding pass delivery service is in conjunction with the implementation of its mobile check-in service, m.sia.ba, provided by HP Enterprise Services. With these new mobile services, passengers are able to use a mobile web browser to check-in, select their seats and receive a boarding pass tailored specifically to their mobile device type. Once the boarding pass is received, passengers can head straight to security and then the boarding gate where their mobile barcoded boarding pass will be scanned and validated by 2D airport scanners.

Sarajevo Airport currently serves a wide range of European carriers, including Norwegian Air, BH Airlines, Solinair, Icar Air, Lufthansa, Turkish Airlines, Malev, Jat Airways, Adria Airways, and Croatia Airlines. Passengers flying with any airline departing from Sarajevo Airport can take advantage of mobile or web check-in and therefore mobile barcoded boarding pass delivery.

The main advantages of mobile boarding pass delivery include: reduced queues at airport check-in; added convenience for passengers as they no longer require a PC or printer to print their boarding passes; and mobile boarding passes are more eco-friendly when compared to their paper counterparts.

Alan Bajic, CIT Department Director from Sarajevo Airport, comments, "Owing to decisions made by the SIA Management, which insist on dynamic development of IT technologies, as well as on following the trends in aviation IT, SIA is now able to provide the most sophisticated services to its users.

In cooperation with HP and Mobiqua as a leader in mobile phone self-service solutions, Sarajevo Airport has taken a leading position among airports in the region.

We have to emphasize that this shared success has received excellent reviews from users of airport services because it positively affected the image of all three companies."

ENDS

Note to Editors:

About Mobiqua

- Mobiqua is the world leader in mobile phone barcoded boarding pass and mobile self-service solutions.
- Mobiqua's mobi-pass™ service is based on the delivery of IATA standard barcodes to mobile phones via SMS WAP Link, WAP Push, MMS, Email and NFC.
- Advantages of mobi-pass™:
 - Passengers who do not have access to a printer can check-in online and send their boarding pass to their mobile phone. This facilitates increased self-service and thereby

reduces an airline's traditional check-in costs associated with airport check-in desks and airport kiosks;

- Improved passenger convenience by reducing queues at check-in and removing the need for a printer to print their boarding pass;
- Available from either web, mobile or kiosk check-in;
- A new boarding pass can be pushed automatically to the passenger's mobile device in the event of a flight being delayed, cancelled or a connection missed.
- Mobiqa's patented barcode technology is available in over 150 countries worldwide.
- Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com

About Sarajevo Airport

Sarajevo International Airport is the largest airport in B&H. Sarajevo Airport is celebrating its 41 anniversary in year 2010. First opened on 2 June 1969, and reopened on 15 August 1996 after the war. Terminal capacity is from 800.000 up to 1.000.000 passengers and is located 12 km from downtown. The main business activities are: airport operations, ground handling, commercial activities, safety and security and airport development. Sarajevo International Airport is the only handling company at the airport providing the best handling service.

At Even the negative effects of the global crisis we finished 2009 with positive result. Namely, the number of air operations increased by 2% and the number of passengers increased by 5%, comparing to the statistics data for 2008. Also for the first six months of 2010 the number of passenger increased by 6% compared with the corresponding period 2009.

Our Vision

To be a leading Airport in the Region, recognizable by its high quality due services, safety and regularity of air transport, as well as a respectable partner to Airlines and other users of airport services, meeting customers quality requirements.

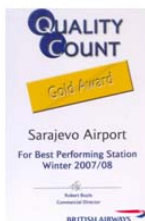
Our Mission

Sarajevo International Airport provides safe and secure airport and non-aviation services of high quality according to passengers and airlines requirements in compliance with the international and domestic regulations and standards.

Our Awards

Because of its quality of work, safety, promptness and security of passengers and aircraft, Sarajevo International Airport was proclaimed **the best in Europe** for year 2005 in the category of up to a million passengers a year. This prestigious certificate of merit was awarded by Airport Council International Europe (ACI Europe).

In addition, Sarajevo Airport was also awarded the „8th International Transport Award 2005“ for quality of rendered services from the International association for global transport. The competition was really strong, including airports from Hong Kong, Athens, Frankfurt and München.



About HP Enterprise Services

Hewlett-Packard is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span information technology (IT) infrastructure, personal computing and access devices, global services, and imaging and printing. The basic business purpose of HP is to invent, engineer and deliver technology solutions that drive business value, create social value and improve the lives of customers.

With annual revenue of \$114.6 billion (USD), HP ranks ninth on the U.S. Fortune 500, ranks 32nd on the Global Fortune 500, seventh on BusinessWeek's Top 50 Most Innovative Companies list, and is the world's largest technology company. Led by Chairman and Chief Executive Officer Mark Hurd, HP provides sales and services in more than 170 countries. HP employs approximately 321,000 employees worldwide. HP corporate headquarters are located in Palo Alto, California.

On August 26, 2008, HP completed its acquisition of Electronic Data Systems Corporation (EDS), a \$21B company with 120,000+ employees. With this acquisition, HP offers one of the broadest portfolios of products, services, and end-to-end solutions in the technology industry. The combined offerings are focused on helping clients accelerate growth, mitigate risks and lower costs.

EDS, now referred to as *HP Enterprise Services (HP-ES)*, has historically been one of the market's leading outsourcing services providers—with the ability to provide complete lifecycle capabilities in a wide spectrum of industries: health care, government, manufacturing, financial services, energy, transportation, consumer & retail, communications, and media & entertainment.

HP and EDS have proven a great natural fit with shared values, including trust and respect, honesty and integrity, ethical conduct, and strong global citizenship. Both have been built through teamwork, entrepreneurial spirit and a commitment to providing clients with unparalleled quality, service, and practical innovation.

HP Enterprise Services is a leading global technology services provider, delivering world class business solutions to its customers.

Airline Industry Experience

With 40 years experience in helping clients successfully meet their business challenges, HP is today the leading IT services provider to the airline industry.

HP provides a diverse range of IT services to over 100 transport operators globally including airlines, airports, global distribution system, urban transport operators, railways, hospitality and cruise lines

HP has an in-depth understanding of the Aviation industry worldwide and especially in Europe through the Aviation group in Zurich, including solutions and services to several airlines and airports and understanding of the SOA and Web technologies.