



PRESS RELEASE:

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VODAFONE SPAIN AND SPANAIR LAUNCH THEIR NEW MOBILE BOARDING PASS SERVICE

- Passengers travelling without check-in luggage can bypass check-in desks and have their mobile boarding pass scanned at Security. Physical, paper documentation is not required, considerably reducing the time spent at the airport to less than an hour before the scheduled departure time of the passenger's flight.
- Until now, passengers were required to scan the 2D barcode contained in their mobile boarding pass at the airport terminal to receive their physical boarding pass. This paper boarding pass was required to enter Security before boarding their plane. Now passengers can proceed straight to Security with their mobile boarding pass.
- This technology already works at Terminal 1 of Aeropuerto del Prat de Barcelona. From the 9th September, this service is being extended to all access points and additional Spanish airports.
- Spanair has become the first Spanish airline to implement this system which guarantees efficiency, convenience and reduces the risk of losing traditional paper boarding pass documentation.

Spanair's innovative mobile boarding pass system allows their passengers to receive a boarding pass by MMS, straight to their mobile phone. The boarding pass contains a 2D barcode that transmits all the necessary information required for automated boarding,

as well as critical text information detailing their journey. If the passenger's mobile phone does not permit MMS delivery, a link is sent to the phone. The passenger follows this link and can access their boarding pass via this alternative route.

Until now, passengers were required to go to special counters to scan their boarding pass to receive paper boarding pass documentation. Now passengers can check-in at www.spanair.com or use their mobile phones to connect to the internet (also available on Vodafone Live) at www.spanair.mo. To opt for a mobile boarding pass at check-in, all passengers need to do is key in their mobile phone number, the make and model of their phone and select mobile delivery. After arriving at the airport, passengers can proceed straight to Security where the barcode contained on their mobile boarding pass is scanned to allow them entry to their boarding gate.

The mobile boarding pass technology used by Spanair is powered by Mobiqua, world leader in mobile barcode solutions. This technology is completely secure and each boarding pass issued is optimised for each mobile phone which avoids scanning errors and guarantees reliability.

The support of AENA and Barcelona Airport has been essential in making the implementation of Spanair's mobile boarding pass service a success in such a short period of time. This project has been developed by the Department of Innovation and Commercial Systems of Spanair, in collaboration with Vodafone. The initiative has shown how mobile communications are becoming more engrained in the day-to-day activities of the general population, both at a personal and professional level.

According to Pedro Strong, Director of Innovation and Business Development at Vodafone Spain, "At Vodafone, we see a clear benefits in mobile services innovation. The mobile phone boarding pass is one more example of how the mobile phone is encompassing new functionalities that improve convenience for passengers, allowing important savings for businesses and increased transaction security."

Pablo Sanchez, Head of Technology Innovation at Spanair, adds, “This success is a product of a long process of improvement to passenger services. For passengers who do not need to check-in luggage, they can reduce their time at the airport by 15 or more minutes.”

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Note to Editors:

About Vodafone

Vodafone Spain is a member of the Vodafone Group, the world-wide leader in mobile with a presence in 31 countries and agreements with a further 40 countries across five continents. Vodafone provides a complete range of mobile services including voice and data communications accessed by 303 million customers as of 31 March 2009.

About Spanair

Spanair, specialist business traveller airline, was formed in December 1986. Spanair secured a 23% of the domestic Spanish market with 10.2 million passengers carried in 2008. Spanair flies to 20 domestic and 6 international destinations. 42 destinations are direct from Barcelona with connections to 912 further cities thanks to the 21 airlines of Star Alliance – the most prestigious airline alliance in the world. Spanair employs 3,161 employees and owns a fleet of 45 aircrafts.

About Mobiga

- Mobiga is the world leader in mobile phone barcoded boarding pass, mobile ticketing and mobile couponing solutions.
- Mobiga’s mobi-pass™ service is based on the delivery of IATA standard barcodes to mobile phones via MMS, Email and WAP.
- Advantages of mobi-pass™:
 - Reduces distribution and operational costs by allowing a reduction in airport counter space and ground crew through increased use of online booking
 - Improved passenger convenience by reducing queues at check-in and removing the need for a printer to print their boarding pass.
 - Environmentally friendly. mobi-pass™ eliminates the need for printing paper boarding passes.
 - Instant delivery
 - Improved CRM as airlines and airports can provide a range of innovative mobile services to their passengers.
 - IATA Compatible. mobi-pass™ is compatible with existing airport scanning equipment installed for IATA barcoded boarding passes. Supports agreed industry standards including DataMatrix, Aztec and QR codes.
- Mobiga offer airlines a range of innovative mobile services including WAP and SMS check-in, SMS alerts and sophisticated click-through banner advertising opportunities for corporate partners.
- The company has created a number of ‘world firsts’ in the transport, concert, sports and event ticketing industries as well as multimedia coupon promotions.
- Mobiga’s patented barcode technology is available in over 200 countries and dependencies.
- Mobiga is a private limited company headquartered in Scotland. Learn more at www.mobiga.com