



PRESS RELEASE:

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FOR IMMEDIATE RELEASE

YOUR MOBILE PHONE IS NOW YOUR BOARDING PASS!

Since the launch of Vueling's mobile boarding pass service more than 1,000 passengers have successfully used their mobile phone to board their flight from the new Terminal 1, Aeropuerto de El Prat.

- This new measure from Vueling significantly reduces paper wastage.
- Passengers who check-in online from their house or office can opt to receive a boarding pass on their mobile phone.
- The mobile boarding pass functionality is available for 95% of mobile phones in Spain.
- This measure will save 14 million sheets of paper a year being printed. This is equivalent to 4,158km of paper, the distance between Barcelona and Newfoundland in Canada.

Vueling, the next generation airline, introduces the mobile boarding pass – an exciting alternative to paper boarding passes for passengers who, until now, have printed their travel documents at home or in their offices.

This innovative service is available for all domestic and international flights leaving Barcelona and Bilbao Airports. Following the roll-out of the mobile boarding pass service at these Airports, AENA plans to extend this functionality to the rest of its airports.

This new system has the ability to reach 95% of the phones in Spain. All passengers require, going from their house or office to their seat on the plane is their mobile phone boarding pass. When completing online check-in; passengers can opt to have their boarding pass sent to their phone. The boarding pass will arrive in the form of an SMS message containing a link through to a 2 dimensional barcode and reservation data.

After passengers have received this message, they can head to the airport, by-pass the check-in queues and go straight to security where their phone is scanned. Their mobile boarding pass is scanned again at the boarding gate. Mobile delivery is available up to seven days before the date of flight.

Saving up to 14 million sheets of paper, the new mobile boarding pass service will mean a remarkable paper saving. Vueling hopes that 40% of almost 9 million passengers they transport in Spain per year can make use of this system. Passengers are usually required to print off two sheets of paper when checking-in online and printing their boarding pass at home or in the office. Mobile boarding passes will save 14 million sheets of paper being printed which equates to 2,400 trees (17 trees are required to make one ton of paper). If one sheet of paper is 29.7cm in length, 14 million sheets of paper is the equivalent to 4,158km – the distance between Barcelona and Newfoundland in Canada.

The development and implementation of this mobile boarding pass service in Barcelona and Madrid has been made possible thanks to the close collaboration between Vueling and AENA.

Mobiqa, world leaders in mobile boarding pass solutions, has provided this mobile boarding pass solution to Vueling.

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Note to Editors:

About Mobiqa

- Mbiqa is the world leader in mobile phone barcoded boarding pass and other mobile self-service solutions.
- Mbiqa'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.
- Mbiqa's patented barcode technology is available in over 200 countries and dependencies.
- Mbiqa is a private limited company headquartered in Scotland. Learn more at www.mbiqa.com