

4 August 2010

## **MOBIQA PROVIDE WESTJET PASSENGERS WITH MOBILE BOARDING PASS CONVENIENCE**

Edinburgh, UK. – (4 August 2010) – This month, Mobiqua, in partnership with Sabre Airline Solutions, secured a contract with WestJet, Canada's leading high-value, low-fare airline to provide their passengers with a mobile barcoded boarding pass service. This service will see WestJet's passengers receive Mobiqua's fully Optimised, IATA standard barcoded boarding pass following check-in from web or mobile.



Mobiqua will provide this service in conjunction with Sabre Airline Solutions, a world leading provider of high performance solutions for airlines and airports. More than 300 air carriers and over 100 airports use Sabre's solutions to better market their schedules, sell their products, serve their customers and operate more efficiently.

WestJet's mobile boarding pass solution enables passengers to receive their boarding pass on their phone rather than queuing up to collect it from the check-in desk at the airport. The mobile boarding pass is fully Optimised specifically for the passenger's mobile device and is delivered as an SMS web-link or email web-link message.

Once passengers have received their boarding pass, they can go straight through to security where the barcode on their phone is scanned by existing airport scanners. At the gate, the mobile boarding pass is scanned again, after which, the passenger is free to board their flight.

Nick Rankin, CEO, Mobiqa, comments, "Mobiqa are delighted to be working alongside two of the industry's foremost companies, well known for their innovation leadership. Our mobile barcoded boarding pass service is a great fit with WestJet's commitment to their guests to provide them with only the very best customer services."

**Note to Editors:**

**About Mobiqa**

Mobiqa is a leading supplier of optimised mobile solutions to the largest players in the entertainment, airline and retail sectors. Mobiqa specialises in building high-end mobile internet sites and delivering optimised barcoded tickets, boarding passes and coupons to mobile phones worldwide. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. With connections to over 600 mobile networks in over 150 countries, Mobiqa is able to push content to end users all over the world, regardless of their mobile device type or network operator. Mobiqa has been granted the international patent over the process of Optimising and delivering barcodes to mobile devices in Europe, the US, Canada, India, Australia and South Africa, and has been filed and is pending in other key regions. Mobiqa is a private limited company headquartered in Scotland. Learn more at [www.mobiqa.com](http://www.mobiqa.com)