



Mobiqa's mobi-pass service is now 'live' with Northwest and Qatar Airways and is in the trial stage with a number of other airlines in Europe and the Middle East. Forbes reports that the trials have been very successful and those airlines are looking to go into live operation. "NWA, which went live with the service in May 2008, is rapidly expanding the mobile check-in service across airports in the US; Qatar Airways is extending it across different countries. This is now becoming recognized as the best practice mobile check-in," he said.

NWA has extended the capability of its offering so that whether the passenger checks in via the web, via their mobile or on a kiosk, they receive their boarding pass on their mobile phone. "We have also been expanding our airline product suites. We have a vision of the completely mobilized passenger - for the complete journey from reservation to check-in, flight alerts and revenue-generating ideas," said Forbes.

### Revenue opportunities

There are revenue opportunities to be gained from mobile applications; these are predominantly likely to be upselling opportunities. "With mobile, adverts can be interactive - the user can make a rental car or hotel booking, for example. It is 'the kiosk in your pocket'. Airlines are very happy to have revenue-generating ideas," said Forbes.



Ronnie Forbes, founder and chief technical officer, Mobiqa: "We have also been expanding our airline product suites. We have a vision of the completely mobilized passenger - for the complete journey from reservation to check-in, flight alerts and revenue-generating ideas."



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