

## Mobiqa phone ticket service takes to the air

MOBIQA, which supplies virtual tickets to mobile phones as a bar code, has signed a contract to supply mobile ticketing to Nok Air - a subsidiary of Thai Airways.

The Edinburgh-based firm will supply technology allowing customers to have their tickets delivered to their mobile phones as a text message, with a barcode attached. This code is then scanned at the check-in counter to obtain the traveller's reservation details.

Iain McCreedy, chief executive of Mobiqa, said: "Nok Air offers a fresh, youthful approach to low-cost air travel, and mobi-tickets will further enhance their reputation."

Khun Patee Sarasin, the airline's chief executive, added: "This is very exciting for Nok Air, as it will be the first mobile airline ticketing project to be undertaken in the region."

"We look forward to providing a more convenient delivery channel for our customers, and to reducing queues at the check-in counters."

Last year, it emerged Mobiqa was looking to target further business in the Far East following the first live roll-out of its mobile ticketing system in Singapore.

And in November the firm, which has offices on George Street and offers its services in 30 countries, signed up for a pilot project with Chiltern Railways in England for the rail operator to become the first in the UK to provide passengers with tickets via their mobiles phones.

No financial details of the deal's value were disclosed.

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