



PIONEERING : Mobiqua's barcode tickets could also feature targeted advertising

Now your mobile is your ticket

By Scott McCulloch

BARCODING software provider Mobiqua is gearing up to capitalise on growing ticket sales and advertising to mobile phones.

The Edinburgh company announced an agreement this week with US-based ClicknPrint Ticket to offer mobile phone barcode tickets to an estimated 10 million customers annually.

Mobiqua already has licensing and transaction based contracts with two of the world's largest ticket providers, Ticketmaster and Tickets.com.

And talks are under way with a number of major technology companies keen to exploit new advertising opportunities using Mobiqua's text barcoding system.

Ronnie Forbes, chief technical officer with Mobiqua, confirmed the five-figure licensing deal with ClicknPrint will bring a "substantial amount of new business" to the company.

He said: "We're delighted to have the agreement in place with ClicknPrint, which follows on from our recent deal with Ticketportal in central Europe.

"Currently, three well-known airlines are using trial versions of our paperless ticket barcoding system with the view to introducing it

Mobiqua barcode service to meet rising demands

across Europe and the Far East. The mobile ticketing side of the business is growing rapidly, but we see mobile advertising to be the next great frontier in the technology world.

"The potential to offer target advertising on our tickets, or specifically target customers with special offers and discount barcodes through ticket sales is huge.

"Currently we are speaking with a number of the big named brands in the technology sector with a view to merging ticket sales and mobile gift coupons with targeted advertising that is clickable on your mobile phone."

Mobiqua also announced this week it has secured a deal to provide a mobile-based boarding pass system to Qatar Airways following a successful roll-out of the technology to Northwest Airlines earlier this year.

Since launching six years ago the company has negotiated channel partnership agreements for its software in more than 40 countries across the globe.