



PRESS RELEASE:

23<sup>rd</sup> January 2007

## **MOBI-TICKETS READY FOR TAKE-OFF WITH NOK AIR**

Nok Air, Thailand's leading low-cost airline and a subsidiary of Thai Airways, has today announced that they will soon undertake a trial of mobile ticketing. This exciting new mobi-ticket™ service is being provided by Mobiqa, the world leaders in mobile barcode solutions.

Nok Air customers will be able to book their tickets in the usual way, and then have them delivered to their mobile phone as an SMS incorporating a barcode. This barcode is then scanned at the check-in counter, quickly calling up the reservation details and thus reducing queuing times at the airport.

Khun Patee Sarasin, CEO of Nok Air, said "This is very exciting for Nok Air, as it will be the first mobile airline ticketing project to be undertaken in the region. Nok Air has always been an innovator, and this trial of mobi-ticketing will move us further ahead in this very competitive market sector. We look forward to providing a more convenient delivery channel for our customers, and to reducing queues at the check-in counters."

Iain McCready, CEO of Mobiqa, added "Nok Air offers a fresh, youthful approach to low-cost air travel, and mobi-tickets will further enhance their reputation for offering the best value and best services to their customers."

Mobile ticketing offers huge benefits to both customers and Nok Air. They are more convenient for customers as they are stored on their phone. They reduce

queuing at check-in and if accidentally deleted, a replacement ticket can be delivered instantly.

The trial will commence in Q1, with full scale implementation expected in Q2, 2007.

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**Note to Editors:**

**About Mobiqua**

Mobiqua is the world leader in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, sports, transport and event ticketing as well as multimedia coupon promotions. Mobiqua's patented barcode technology is available on six continents and in 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at [www.mobiqua.com](http://www.mobiqua.com)

**About NokAir**

Nok Air is a subsidiary of Thai Airways International, and is Thailand's leading low-cost airline. Established in 2004, Nok Air now flies to 10 destinations around Thailand, and operate a fleet of 6 Boeing 737-400 aircraft. Learn more at [www.nokair.com](http://www.nokair.com)