



PRESS RELEASE:

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MOBIQA WIN MOBILE SOFTWARE SOLUTION AWARD AT THE SCOTTISH SOFTWARE AWARDS 2007

Mobiqa, the world leaders in mobile barcode solutions has been named as the winner of the Mobile Software Solution Award at the prestigious Scottish Software Awards 2007. This award was presented to Mobiqa for their innovation in mobile boarding pass solution: mobi-pass™.



mobi-pass involves sending an International Air Transport Association (IATA) compliant barcode to the passenger's mobile phone with accompanying travel information via a standard MMS message. The passenger can bypass check-in and proceed directly to Security and the departure gate where the mobi-pass is scanned to allow for boarding.

Mobiqa utilise their patented Optimiser technology so each barcode is specifically tailored for the passenger's mobile phone make and model to ensure an unparalleled user experience. Mobiqa's mobile boarding pass solution offers multiple benefits over the traditional paper boarding pass. mobi-pass reduces distribution and operational costs, they reduce queues at check-in and they are more convenient for passengers as they don't need access to a printer and will be less likely to leave their boarding pass at home or in the office. mobi-pass is also environmentally friendly as it eliminates the need to print paper boarding passes, it is

delivered instantly to passengers and it improves the services that airlines can offer to their passengers.

On winning, Ronnie Forbes, CTO of Mobiqa comments, "Mobiqa have been working closely with IATA and several airlines to offer mobi-pass to passengers. We're absolutely delighted to have won the Mobile Software Solution Award and are proud to be highlighting the importance and innovation in the software solutions Scottish companies in particular, have to offer."

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Note to Editors:

About Mobiqa

Mobiqa are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa'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, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com