

## Welcome to Mobiqa's Newsletter



Ronnie Forbes, CTO, Mobiqa.

Mobiqa was off to a strong start in 2009 with several important business wins, especially within the airline sector.

This month, SAS Scandinavian Airlines launched mobile boarding pass initiatives for their passengers and a second large Euro carrier launched the mBCBP service with our local distributor - more news to follow.

The International Air Transport Association (IATA) elevated Mobiqa to Strategic Preferred Partner Status for the provision of mobile barcoded boarding passes.

Mobiqa's partner in Chile, Asicom, launched mobile tickets with Movistar Arena and patrons of the Royal Oak Music Theatre offer us their feedback on the mobile ticketing service.

I hope you enjoy reading about our successes and please visit our new website which we launched earlier this year: [www.mobiqa.com](http://www.mobiqa.com).



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## SAS Launch Mobile Boarding Pass Service with Mobiqa

Since the 15th of April, SAS Scandinavian Airlines passengers have been able to travel using their mobile phone as their boarding pass. This initiative is in line with SAS' focus to offer its passengers the most convenient means of travel. During a trial period between 15th April - 1st July, passengers can experience the simplicity of using the Mobile Boarding Pass service by travelling with Scandinavian Airlines from seven airports: Copenhagen, Gothenburg, Helsinki, London Heathrow, Oslo, Stavanger and Stockholm.



Scandinavian Airlines

"Currently, approximately 10% of SAS passengers check-in via SMS, but our goal for 2011 is that 80% of our customers check-in off-airport, which means online or via their mobile," says Lars Sandahl Sørensen, Senior Vice President, Commercial, SAS. "It is very important for us that our customers have the smoothest and simplest travel experience possible with us. We are,

therefore, looking forward to rolling out the service later this year, once we have evaluated the trial."

The service is available to all passengers with mobile internet (WAP). Having checked in via SMS or the SAS Mobile Portal ([www.sas.mobi](http://www.sas.mobi)), all that is required is one click to confirm the passenger's flight details and a Mobile Boarding Pass containing a 2D barcode will be displayed. The Mobile Boarding Pass also contains the passenger's flight number, seat number, departure and arrival time.

The 2D barcode can be used when registering luggage at the SAS Self Service Kiosks, as well as for security, Fast Track security and lounge access.

## Royal Oak Music Theatre Goes Mobile with the Animal Collective

The Royal Oak Music Theatre, Michigan, one of the first concert venues to implement mobile ticketing technology as a permanent part of their box office, will play host to Animal Collective - Indie Rock's exciting new talent.

Having a large collegiate fan base, Animal Collective fans agreed that buying and receiving a ticket on their mobile phone made intuitive sense. The mobile ticketing service is not only appealing from a technical perspective but is also a green alternative to traditional paper tickets.

Diana Williams, Box Office Manager, ROMT, comments, "Mobile Ticketing has been a wonderful addition to our operation, it works exactly as promised and our patrons love the instant gratification of the immediate ticket."

Stephanie Slusher, ROMT patron said, "It is impressive, I was skeptical at the idea, but decided to give it a try as I am never without my phone. It worked and the VIP entrance was a nice bonus!"



## MyThum renew their reseller agreement with Mobiqa

MyThum Interactive, one of North America's leading mobile media companies has extended its reseller agreement with Mobiqa, for a further two years. This contract renewal follows a series of high profile mobile marketing successes from MyThum including Molson Canadian Rocks Revealed, Canada's first mobile ticketed gigs and Rogers Wireless Box Office, the world's first complete end-to-end mobile ticket purchase and delivery service.

Mobiqa's mobile barcode solutions enable MyThum customers, including many of North America's leading media and consumer brands, to distribute redeemable coupons and tickets directly to the mobile phone. In addition to generating and delivering the barcode, the end-to-end solution also facilitates easy redemption via an integrated scanner at the point of sale or at the admission gate.

Anthony Kanfer, CTO at MyThum Interactive says, "We're happy to renew our longstanding partnership with Mobiqa as they continue to lead global innovation in mobile ticketing

*"We are happy to renew our long standing relationship with Mobiqa as they continue to lead global innovation in mobile ticketing and couponing."*

**Anthony Kanfer, CTO,  
MyThum**

and mobile couponing solutions. Mobiqa's patented technology and flexible platform strongly compliment MyThum's proprietary mobile application platform, allowing us to provide world class end-to-end mobile solutions to our partners."

Nick Rankin, CEO, Mobiqa Ltd, comments, "The decision by MyThum to renew their reseller agreement with us is fantastic and will undoubtedly lead the way to future successes of mobile barcode solutions within North America. We highly value our relationship with one of the region's leading mobile media companies and look forward to the continued drive of mobile ticketing and couponing to the wider North American market."

## Brandon Krupp, Animal Collective fan:

*"It is great to have such an easy way to get your tickets. I didn't have to stress if the tickets would get lost or if my sister would steal them!"*

## Mobiqa's Tech Team Highlights:

The growing popularity of smart phones presents barcode delivery with complex challenges and great opportunities. To further extend our ability to reach the wireless traveller, Mobiqa has added email as a delivery mechanism and now optimises iPhone content uniquely.



To reinforce this work, Mobiqa has massively expanded its ability to automatically detect the capabilities of the target handset thus allowing Mobiqa's patented Optimisation process to deliver fast, first time scanning with the maximum screen space released for our Customer's own copy.

With more Airlines adopting the Mobiqa solution, our Operations Department continues to build on its experience of delivering and routing Tickets and Boarding Passes



## Innovative Mobile Barcode Solutions

internationally. For those customers who wish to retain control of the browse back process, we can now deliver a redirection link allowing alterations to Pass and Ticket content without the need for further interaction with the end user.



Mobiqa continues to build on its range of solutions for redemption of delivered Tickets. Our Kiosk software, live at the O2, has been ported to run on Notebook PCs and an ever increasing range of Handhelds. The popularity of the Mobiqa solution has permitted us to provide a rich-web

front end, enabling our partners to control their own Pass and Ticket delivery business, scaling from a single event to management of a complete VAR solution.



### EYE ON IT:

## Asicom Launch first m-tickets in Chile

Mobiqa's official partner in Chile, Asicom, launched the first cinema M-ticket service in Chile with Cine Hoyts Cinema in June 2008.

Following on from their cinema success, Asicom have also been involved in working with Movistar Arena, a multi-purpose indoor arena in Santiago which seats up to 15,000 people. M-tickets were recently used at the arena to gain entry to Luis Miguel and with Maroon 5 concerts.

## This Month's Special Announcement

### Mobiqa achieve IATA Strategic Preferred Partner Status

Mobiqa have been elevated to International Air Transport Association (IATA) Strategic Preferred Partner status. Since February 2007, Mobiqa has played an active role in the Barcoded Boarding Pass (BCBP) element of IATA's Simplifying the Business programme. The aim of the BCBP initiative is to eliminate magnetic stripe boarding passes and save the airline industry \$1.5 billion of costs per year.

Mobiqa holds the patent over the essential process of optimizing barcodes for successful delivery and display on mobile devices. Airlines who were first to adopt Mobiqa's innovative mobi-pass™, mobile barcoded boarding pass solution include Northwest Airlines and Qatar Airways. A large number of other leading carriers are currently in trial phase and with patent protection and Preferred Partner Status afforded by IATA, Mobiqa is well positioned to support the industry's mobile boarding pass activities.



In 2007, Mobiqa launched a comprehensive suite of airline-specific, mobile products including flight status alerts, mobile check-in and their award-winning mobi-pass™ solution. Unlike a number of software companies who have tried to imitate Mobiqa, mobi-pass™ contains a fully optimized barcode and is available to passengers by way of MMS, Email, WAP link and WAP Push. With connections to over 500 mobile network operators worldwide, Mobiqa is able to reach almost every passenger using one of its four core delivery channels.

Nick Rankin, CEO, Mobiqa, comments, "Mobiqa are delighted to have been selected as IATA's Strategic Preferred Partner for mobile boarding pass technology. This is a fabulous endorsement by Mobiqa's clients and the industry as a whole, of Mobiqa's position as the market leader in respect of mobile solutions for the airline industry such as mobile boarding."



Concert-goers simply had to log on to Movistar's website, select the event and dates they wish to attend, opt for mobile delivery to receive their M-ticket, then select the make and model of their mobile device. If customers were unsure about the model, they were able to choose the image of their device from a selection of thumbnail images.

Customers were then sent a message straight to their mobile phone containing their M-ticket. Once they received their M-ticket, all customers needed to do is present the barcode to staff at the venue to scan for validation.

# Mobiqa launch their new website with a hunt for a golden barcode



In January, Mobiqa saw in the new year with the launch of their brand new website.

To celebrate the launch of the website Mobiqa challenged people to 'Hunt for a Golden Barcode' after hiding a Golden Barcode on one of the pages of the new website. The barcode had a secret word printed underneath it which people were asked to text in to be in with a chance of winning an iPod.



The response to the 'Hunt for the Golden Barcode' competition was phenomenal and immediate. Mobiqa would like to again congratulate Nigel Berlevy from Hertfordshire, UK, on being the lucky winner of the iPod and to thank everyone who took part in the hunt. We hope you enjoyed browsing our new website.

Mobiqa's diversification and notable achievements within the Airline, Rail, Retail, Live Events and Cinema sectors over the past seven years prompted a website evolution to a more sector-focused web resource for both potential customers and a wider general audience.

The fresh new look of [www.mobiqa.com](http://www.mobiqa.com) consists of five microsites focussing on Mobiqa's specific product suites, services, news and case studies for the Airline, Rail, Retail, Live Events and Cinema sectors.



## Upcoming Events

Mobiqa will be attending the following events:



**UK Gift Card & Voucher Association:** 29 April 2009, London, UK. Nick Rankin, CEO, will be part of the 'Leading the Revolution, Securing Your Future' discussion panel.



**European Cinema Summit:** 15 - 18 June 2009, Brussels, Belgium.



**Cinema Expo 2009:** 22 - 25 June 2009, Amsterdam RAI.



**Check-in 2009:** 17 - 18 September 2009, Las Vegas, USA.

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