



PRESS RELEASE:

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## **Mobiqa and Etisalat partner to bring mobile ticketing to the UAE market**

Edinburgh, UK. – (31 August 2010) – Mobiqa, specialists in mobile content optimisation, has partnered with Etisalat, the largest telecommunications company in the United Arab Emirates, to bring mobile phone ticketing to the UAE.

Etisalat, the principal telecoms operator in the Middle East and Africa, has chosen to expand their comprehensive range of customer services by offering Mobiqa's mobile bar coded ticket delivery technology to the cinema and live events industry within the UAE. Mobiqa's mobile ticketing service is already widely adopted across Europe and the US by a range of top cinemas, venues, ticketing software providers and airlines.

Commenting on the partnership, Abdulla Hashim, Senior Vice President, Business Solutions at Etisalat said: "Etisalat has always endeavoured to bring world class technologies in the UAE through strategic partnerships. Our association with Mobiqa, to create and offer advanced M-ticketing solutions to our customers, will offer convenience and value to our customers, and also reinforce our constant commitment to create newer technology avenues."

Mobile bar coded ticket delivery offers the ultimate customer experience in terms of convenience and efficiency. By providing cinemas and live events ticketing agents this functionality, customers are able to book tickets online via the web or the mobile web and opt for mobile delivery for their tickets. A barcoded ticket tailored specifically to the customer's mobile device model is then delivered using either a SMS web link, an Email web link or MMS delivery technologies. After receiving their ticket, customers then present the barcoded ticket at the cinema or venue to be scanned and validated before gaining entry to the film or event.

One of the main benefits mobile ticket delivery offers over traditional paper ticketing is added convenience: customers no longer need to self print their paper tickets; neither do they need to spend time queuing at the box office to collect their tickets either.

“Mobile ticketing is now becoming the most popular application propelling the mobile commerce industry worldwide. M-Tickets not only offer convenience to the end customer, but a far more cost-effective sales channel to businesses. The solution is most popular for entertainment industry, cinemas, sports and live events organisers, and travel and tourism industry,” added Mr. Hashim.

**Note to Editors:**

**About Mobiqa**

Mobiqa is a leading supplier of optimised mobile solutions to the largest players in the entertainment, airline and retail sectors. Mobiqa specialises in building high-end mobile internet sites and delivering optimised barcoded tickets, boarding passes and coupons to mobile phones worldwide. The company has created a number of ‘world firsts’ in concert, transport, sports and event ticketing as well as multimedia coupon promotions. With connections to over 600 mobile networks in over 150 countries, Mobiqa is able to push content to end users all over the world, regardless of their mobile device type or network operator. Mobiqa has been granted the international patent over the process of Optimising and delivering barcodes to mobile devices in Europe, the US, Canada, India, Australia and South Africa, and has been filed and is pending in other key regions. Mobiqa is a private limited company headquartered in Scotland. Learn more at [www.mobiqa.com](http://www.mobiqa.com)

**About Etisalat**

Etisalat is one of the largest telecommunications groups in the world and the leading operator in the Arab world headquartered in the UAE. Etisalat operates in 18 countries across Asia, the Middle East and Africa, servicing over 100m customers out of a total population that exceeds 1.9bn people.

In 2009, Etisalat reported annual Net Revenues of AED 30.831billion and Net Profits of AED 8.836 billion marking a 5% and 16% increase respectively, compared to 2008. Etisalat is rated by Moody's: Aa3, Standard & Poor's: AA- and Fitch Ratings: A+. Etisalat is a major investor in Thuraya, one of the world's leading satellite geo-mobile communication systems covering approximately two thirds of the planet's surface.