

Welcome to Mobiqua's Newsletter



Nick Rankin, CEO, Mobiqua.

Mobiqua continue to enjoy fantastic growth particularly within the live event and airline industries. Last month saw the signing of Spanair to Mobiqua's mobile boarding pass service and thanks to our worldwide distributor partnerships, Movistar Arena in Chile, Paylogic and MustSee Cinema in the Netherlands, offered their customers a more convenient means of receiving their tickets by turning to mobile. Mobiqua are delighted to welcome OzNet and Eagle Eye Solutions on-board this month as OzNet enters a reseller agreement and Eagle Eye Solutions add barcode redemption system for retailers.

For more information please visit us at: www.mobiqua.com.



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Spanair chooses Mobiqua to extend their mobile boarding pass service

Spanair, the first European airline to allow their passengers to receive their boarding pass on their phone, have chosen Mobiqua and Mticket, Mobiqua's partner in Spain, to extend their innovative mobile boarding pass service.

Following the International Air Transport Association's (IATA) ratification of a mobile boarding pass barcode standard, Spanair became the first European carrier to take advantage of the mobile technology that enables passengers to receive their boarding pass on their phone via MMS, WAP and Email messaging.



Spanair passengers obtain their mobile

boarding pass by checking-in to their flight on www.spanair.com or by connecting to the internet using their mobile device at www.spainair.mobi. After the check-in process is complete, passengers can opt for mobile boarding pass delivery which allows them to receive their boarding pass straight to their phone. The passenger then has their mobile scanned in exchange for their boarding card

and can proceed straight to security where they are permitted access to their boarding gate.

The mobile boarding pass from Spanair contains an IATA standard 2D barcode and information about the flight time and seat number for the passenger. This service has many advantages over traditional paper-based boarding card production and delivery. Soon Spanair passengers will no longer need access to a printer or kiosk to print their boarding card, they can have it conveniently sent to their mobile phone. Mobile boarding pass delivery is also the more eco-friendly option.

Pablo Sanchez from Spanair says, "We strongly believe in innovation that makes life easier for our customers. In this case, our collaboration with Mobiqua makes it possible to offer the full package of mobile solutions. Our customers can soon check-in from anywhere at anytime and head straight to the boarding gate without the need for any paper. It is the most efficient and convenient check-in process in the market and saves time for our passengers."



Mobiqa make a splash with the Edinburgh University Boat Club

Mobiqa demonstrates commitment to support young athletes from Scotland's leading University.

In April, Mobiqa announced their support for one of Edinburgh University's oldest and largest sports clubs. Edinburgh University Boat Club has produced some of the world's finest rowers including the Olympic medalist Katherine Grainger. Mobiqa, eager proponents of Edinburgh's young athletes, have pledged their support and sponsorship of this prestigious establishment.

Nick Rankin, CEO, Mobiqa and volunteer coach of Edinburgh University Boat Club comments, "Mobiqa are honoured to be part of the growth, development and success of one of Edinburgh University's most popular sports clubs. We hope our sponsorship will facilitate continued competition success at local, national and international levels and encourages more rowing enthusiasts to join one of the most exciting and friendly clubs in Edinburgh University."



Movistar Arena embrace mobile ticketing from Mobiqa and Asicom

Movistar Arena, one of the largest multi-purpose arenas in South America, has played host to many world class acts including Oasis, Elton John, The Killers, Sean Paul and Bob Dylan.

Mobiqa's partner in Chile: Asicom, leading mobile solutions specialists, have bought mobile ticketing to the forefront of this 15,000 seater arena by powering a number of mobile ticketed events recently.



In April, prior to the US Open, Andy Roddick faced Marcelo Rios in an exhibition match at the Movistar Arena. VIP guests for the match were treated to an enhanced match day experience by being issued with mobile phone tickets to gain priority access to this special event.

The following month, 3,000 guests of a corporate event held in the arena were also privy to the mobile ticketing service which allowed for fast, efficient and most importantly, convenient entry to the event.

Asicom's mobile ticketing solution from Mobiqa allows customers attending events at the Movistar Arena to receive a unique barcoded ticket onto their phone. This barcode is then scanned and validated at the entrance to the Movistar Arena where customers are free to enjoy the event.

Eagle Eye Solutions chooses Mobiqa to secure voucher redemption platform

Eagle Eye Solutions; leaders in voucher and coupon redemption at EPOS have signed a deal with Mobiqa to add mobile barcodes to their secure, end-to-end mobile gift voucher and coupon service.

David Anderson, President of EUBC:

"The extraordinary level of support from one of the hottest technology companies in the world is a great boost to the club."

Eagle Eye Solutions works with the likes of ITV and Commidea to provide major retailers with mobile gift cards and innovative retail marketing solutions.



Steve Rothwell, Director of Eagle Eye Solutions comments, "The addition of Mobiqa's patented technology to our solution gives retailers the full range of redemption technologies removing any last technology barriers for a retailer to offer mobile gift vouchers or mobile coupons."

OzNet Systems takes a big step towards a smaller footprint

OzNet Systems, leading eco-friendly IT company, have signed a reseller agreement with Mobiqa. This agreement will enable OzNet Systems to offer their customers a greener



Innovative Mobile Barcode Solutions

alternative to coupons and tickets by allowing members of the public to receive eco-tickets™



and eco-coupons™ to their mobile phone.

US-based OzNet Systems builds its business on encouraging companies to consider environmental responsibility when undertaking purchasing,

acquiring technology solutions and implementing their business strategies.

On the partnership Anthony Ozogu, CEO, OzNet comments, "The cutting-edge and environmentally friendly innovations of Mobiqua are a perfect match for our business model. We anticipate rapid growth of mobile phone barcode usage for products and services redeemed in the US."



EYE ON IT:



For
Mobiqua's
Platform

Mobiqua's core technology platform recently underwent some rigorous independent application performance and quality auditing.

The company who carried out the audit had this to say about our application:

"We found no major issues in the Mobiqua Ticketing application that we believe would have a significant impact on its performance. In our experience this is unusual since typically when we deploy eoSense against client applications, we find multiple instances or poor construction that impact application performance and typically we reveal previously unknown issues that have potentially serious business impacts. The Mobiqua Ticketing application is one of the very few applications we have reviewed where no major issues were revealed."

This Month's Special Announcement

Paylogic and MobiCodes launch mobile ticketing in the Netherlands



Paylogic, the fastest growing ticketing company in the Netherlands, and Mobiqua's exclusive Benelux distributor;

MobiCodes, have signed an agreement which allows PayLogic to distribute tickets to their customers' mobile phones.

Paylogic was launched in 2006 and due to its innovation in ticketing systems, have signed up many large event organizations over the past few years. Paylogic distinguishes itself by facilitating ticket sales straight from the event organizer's website, by its well-rounded approach and very affordable prices.

Arnold Cornelis, Managing Director of MobiCodes says, "Mobile Tickets are not new, but their international use is growing rapidly. This also applies to other applications of mobile

barcodes such as discount coupons and vouchers for retailers. Our cooperation with Paylogic leads us into a market which is growing rapidly worldwide."

"The Dutch market is just recently fully ready for mobile tickets," says Jan Willem van der Meer, Commercial Director of Paylogic. "This is the perfect time for Paylogic to powerfully push the service into the market. Besides mobile ticketing, there are also several other mobile marketing tools available to our event partners. Mobile is an important channel within the multichannel philosophy of Paylogic."

Several customers of Paylogic, including UDC (Dance Valley), Sneakerz, Circuit Park Zandvoort, Disco Brains, SlamFM, WATT Rotterdam and Amsterdam RAI, have responded enthusiastically to this new service and have stated that they will offer it to their visitors.



MustSee Cinema Euroborg launches mobile ticketing with MobiCodes

"I hope other companies will recognize the usefulness of this (mobile ticketing) service."

Ron Smeets, Mobile Cowboys.

Mobiqa's distributor in the Netherlands, Mobicodes, has signed an exclusive deal with the innovative Dutch Cinema: MustSee Cinema Euroborg.

MustSee has the largest screen in the north of the Netherlands, with a capacity for 70 to 380 people. As well as screening all the latest blockbusters, this creative cinema company regularly holds additional events from toddler cinema to ladies nights.

MyOrder, providers of a free application for your mobile phone with which you can order and pay for your cinema tickets, and Rabobank are also involved in this exciting mobile ticketing initiative. MyOrder processes the ticket purchase activity via SMS Payment with Rabobank. This payment process works regardless of the bank and network provider allowing the widest possible audience access to MustSee Cinema tickets.

It is believed that mobile order and payment services have a real future and that other companies will soon realise the potential and advantages of mobile ticketing.

Ron Smeets of the popular Dutch technology website; Mobile Cowboys comments, "I still believe this service is interesting for the NS (Dutch Railways) and other public transporters, amusement parks and taxis."



Upcoming Events

Mobiqa will be attending the following event:

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



Passenger Terminal Expo 2010: 23-26 March 2010, Brussels, Belgium.



Cinema Expo 2010: June 2010.