



mobiqa

newsletter

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Dec 2005

Issue 002

Welcome to the Mobiqa Newsletter!

Since our last newsletter demand for our products has resulted in a significant expansion of our worldwide network of Distributors and VAR's. We have also run a huge number of new and exciting events and promotions.



Above: mobi-tickets in action at the Red Bull Rail Storm

In the UK alone, we provided mobi-tickets for over 10,000 O2 customers at 11 summer music festivals, we ran the world's biggest 'mobi-ticket only' event for Red Bull in Trafalgar Square in November, we provided ticketing for O2's Blue Zone at all of the Autumn rugby internationals at Twickenham, we supplied coupons for Snow and Rock at the Daily Mail Ski Show, and 'Beer and Access' for a Maximo Park 'up close and personal' gig in Glasgow.

On the product front we released V3.0 of our core software platform significantly improving the reach and scanability of the mobile barcodes and demonstrating our clear worldwide lead with our patent pending technology.

We have opened an office in Hong Kong and taken on a fulltime Business Development Manager there to support our distributors and drive business forward in the region. We have even produced our first Chinese barcodes for our customers in Hong Kong and China.

Finally, we were singled out as one of the 'Top 50 to Watch in UK Mobile' by Real Business Magazine, the network operator O2 and '160 Characters', the leading online forum for mobile messaging professionals.

I'm sure you will find this newsletter interesting. If you would like any more information on us please call or email us.

Ian McCready, CEO Mobiqa

Ltd

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CHINESE BARCODE

Mobiqa have now delivered their first Chinese barcode.

Mobiqa's partner Tradedot issued Chinese text along with the barcode.

This adds to the existing list of non-western languages, including Arabic, which are supported by our products.



NEW RELEASE: Version 3 of the Mobiqa Platform

As a result of our ongoing R&D effort, Mobiqa has issued release 3 of the patent-pending, award winning mobile barcode platform. This release has some significant enhancements including improved handset reach.

Being able to reach the maximum number of handsets with a scannable barcode is the key to achieving a workable solution. Optimiser enhancements for SMS now provide even greater reach.

Improvements in the sizing and positioning of barcodes for a particular handset gives improved scanability.

In addition 2D barcode (Datamatrix) optimiser enhancements ensure that barcodes can be scanned even on very high resolution handset displays where the pixel size is otherwise too small.

NEW DISTRIBUTORS

Mobiqa now in HONG KONG



Above: Keith Russell, our Business Development Manager, Asia

As part of our overall expansion and specifically to support our growing network of distributors in the Asia Pacific region, Mobiqa has opened an office in Hong Kong and appointed Keith Russell as our Business Development Manager for Asia.

Keith has worked in Hong Kong for the last ten years primarily in the mobile area.

If you have a query related to the Asia Pacific region you can contact Keith at: keith.russell@mobiqa.com

We are delighted to report that over the last ten weeks we have recruited new distributors, in the following countries: Brasil, China, Finland, Kuwait, Macau, Norway, Russia, South Africa, Thailand, and Turkey. This means Mobiqa solutions are now available on all six continents.

Mobiqa's distributors are responsible for the sales activity and on-going support of our solutions in their local regions and markets and are key to our success as a company.

The new distributors bring our worldwide coverage up to 28 countries, including major markets such as the USA and China.

Some of these new distributors are discussed in this newsletter. For more information on your local distributor or on how to become a distributor, please

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Red Bull gives you barcodes!



Event: Red Bull Rail Storm, International urban rail snowboarding competition
 Location: Trafalgar Square, London
 Capacity: 8,000 spectators
 Date: 20th November 2005

A mobi-ticket™ was the only way to gain access to the Red Bull Rail Storm event and snowboarding fans took up the offer in full force by registering in droves onto www.redbullrailstorm.co.uk

Successful applicants received their mobi-ticket™, a unique barcode ticket, as an SMS message to their mobile. On the day of the competition, spectators arrived at Trafalgar Square and had their mobi-ticket™ scanned at the entrance by Red Bull 'energizer' staff using hand-held scanners.

The high adrenalin competition attracted 33 of the world's best rail riders, who competed as 11 teams from Europe and the USA for total prizes worth £30,000.

Red Bull were delighted with how smoothly the event went and the ease with which tickets were redeemed, resulting in the rapid entrance of the capacity crowd.

Nichola Spencer, New Media Manager for Red Bull said: "No matter what the event, organisers always face the problem of tickets not being delivered in time, being lost or thrown away by mistake. We wanted to find a way to minimise the risk of this happening and so have invested in the distribution of event tickets by mobile phone using Mobiqa technology. A major advantage for us is that these tickets can be distributed almost instantaneously, and lost or deleted tickets can simply be resent to the ticket holder, meaning that the entire ticketing process is much more straightforward."

Iain McCready, Chief Executive of Mobiqa, commented "Mobi-



Mobi-tickets play their part at the England Rugby Internationals

Event: England Rugby Internationals
 Location: Twickenham
 Dates: November 2005 to March 2006

Mobiqa has teamed up once again with O2 to supply mobi-tickets™ for the exclusive O2 Blue Spaces, this time at Twickenham, the home of English rugby.

The O2 Blue Space is available exclusively to O2 mobile customers and their friends and offers O2 rugby fans free food, hot drinks and entertainment. Blue Spaces were available at each of the three autumn internationals and will be at the two Six Nations matches in spring 2006. All five matches are expected to be sell-outs.

"The exciting thing about the Twickenham events is how they demonstrate the use of the Mobiqa ticketing service as a complete solution, including automatic access control. This means that all the benefits of mobi-tickets™ can be enjoyed at large-scale sports stadia and entertainment events" said CEO Iain McCready.

tickets make perfect sense for large scale events. Not only are they delivered immediately so they can increase the capacity for sales, but they also give a live link straight to their customers which our clients love."



Mobi-vouchers go skiing

Event: Daily Mail Ski Show
Location: London
Date: 12-16 October 2005

Mobiqa and O2 successfully delivered mobi-vouchers for retailer Snow+Rock, resulting in an increase in customer traffic to their outlets at the Daily Mail Ski Show.

Attendees texted to a short code, and almost instantly received a mobi-voucher to their mobile which entitled them to a £10 discount off £50 worth of purchases made at the show's Snow +Rock outlets.

The text was advertised in the Daily Mail and at the entrance to the show. Approximately 80% of the mobi-vouchers were redeemed, demonstrating both the power of this medium to attract customers, and the ease with which people will accept this exciting new marketing medium.



Above: Entrance to an O2 Blue Space

To deliver this service at Twickenham on behalf of O2, Mobiqa's business partner Mobile Interactive Group handle ticket requests; Mobiqa handle all ticket delivery and redemption; and SkiData provide the turnstiles to verify the tickets at Blue Space entrances.



Endless possibilities for mobi-tickets in Hong Kong

Event: The International Advertising Association seminar: Think Integration
Location: Hong Kong
Date: 24th November 2005

Hong Kong, a city of 6 million people and almost the same number of mobile phones, has embraced mobi-tickets as the ticketing and marketing application of the future.

Only seven weeks after becoming a Mobiqa distributor for Hong Kong and China, TradeDot, the Exhibition and Trade Show Visitor Registration specialists have hosted the first all mobi-ticket event in the territory.

The International Advertising Association seminar: Think Integration, brought together many of Hong Kong's brightest stars of the advertising and media sectors. Marketing was via email, registration for the event was by a website link embedded in the email, and the mobi-tickets were issued directly using TradeDot's Mobiqa platform via their own SMS gateway.

Attendees' responses to the mobi-tickets were particularly positive, with many innovative new applications of this versatile technology being discussed.

Eddie Choi, Founder of TradeDot, said "We're delighted by the response to mobile barcode technology. The mobi-ticketing for this event was smooth and efficient, and the potential applications within the Media and Advertising sector are almost limitless."



DISTRIBUTOR NEWS

Expanding our distributor network

Mobiqa continues to expand its network of distributors - this time in Finland.



Funvision is an innovative company providing mobile services mainly for the media industry in Finland.

As well as providing many "traditional" mobile services such as mobile content, SMS-TV games, and voting services, Funvision has also developed new, innovative services which allow its customers to communicate better and generate new revenue streams.

With Mobiqa's solutions, Funvision will be able to improve its customer service and provide a wider range of services for its end users.

MOBIQA PRODUCTS

A brief overview of which product does what and suggested uses and/or events.

Mobi-Ticket

TECHNICAL NEWS

New Access Control Solutions – Kiosks and SkiData

Mobiqa have been delivering on the strategy of providing sector-specific solutions integrated with the appropriate access control and redemption hardware. Mobiqa have recently rolled-out integrated solutions with kiosk and turnstile hardware.

We ran our first kiosk solution at a Maximo Park gig. The 2D barcodes were scanned at the self-service, touchscreen kiosk and a drinks voucher was printed out for redemption at the bar. This used the standalone kiosk version of the Mobiqa offline redemption application (see page 4 for more details).

For sports stadium solutions we have now integrated with SkiData - one of the leading European turnstile and access control equipment suppliers. The turnstile had an integrated 2D barcode scanner. This solution was deployed for the first time at the Twickenham rugby stadium in London.



Above: SkiData kiosks ready for action

Mobiqa redemption solutions can run in either online or offline mode depending on the requirement and whether reliable internet access is available at the venue. This work ensures that we continue to offer the most complete ticketing solution. Watch this space for news of transport solutions for buses and airlines...

A simple bar code ticket on the mobile. Ideal for concerts and live events, cinema tickets, travel...

Mobi-Pass

A ticket including a photo of ticket owner. Excellent for events that require added security eg music festivals, airline tickets - beat the tout!

Mobi-Coupon

A bar code coupon on the mobile. Eliminate the couponing paper chase. Works in tandem with a product's promotional campaign.

Mobi-Voucher

A bar code voucher on the mobile. Avoid losing your valuable vouchers - they're always with you on your mobile.

Mobi-Rewardcard

Keep your membership id on your mobile - eliminate the plastic id card!





Upcoming Conferences

Want to meet us?

Whether you are an existing customer or distributor, or if you are considering becoming one, if you would like to see our solutions in action and discuss how they can benefit your business then why not visit us at a forthcoming conference or exhibition?

During the first months of 2006 we will be exhibiting at:



Intix (International Ticketing Association)

BOSTON, USA 10-13 January

www.intix.org



Europe Talks Tickets (ETT)
BARCELONA, 24-27 January
com

www.ett.eu



3GSM World Congress, BARCELONA
13-16 February
com

www.3gsmworldcongress.com

And we are presenting at:



Mobile Advertising and Marketing Congress:
Advertising via Mobile
AMSTERDAM 22 & 23 March

www.informatm.com

Self-service kiosks let mobi-ticket holders scan their own barcode



Event: **Maximo Park – last minute announcement of secret gig**

Location: **Mystery Venue, Glasgow Scotland**

Date **30th October 2005**

Mobiqa technology was used in a last minute capacity to great effect recently. NME Rock 'n' Roll Riot Tour ticket winners were alerted and admitted to a Maximo Park secret gig held at a mystery venue all via their mobiles.

O2, the mobile network operator, ran an exclusive 'text-to-win' competition for Maximo Park's fans. Mobile Interactive Group (MIG) delivered the overall project management, and also the mobile messaging and campaign management.

Mobiqa notified the winners of the concert venue at the last minute, delivered their mobi-tickets™ direct to their mobile phones, and provided the redemption application.

On arrival, in order to gain entry to the venue, fans scanned their own mobi-ticket™ directly from their phone using unique self-service kiosks which also printed out a voucher for a free drink at the concert.

Paul Samuels, Head of Sponsorship at O2 said "Delivering tickets and vouchers direct to the mobile phone offers significant benefits for customers, events organisers and brands. O2 is working closely with its partners in this area to develop market-leading propositions for all types of companies, as well as to offer rewards and treats for our own customer base."

com

We look forward to meeting you!

Mobiqa technology is available in 28 countries including:

UK, USA, Australia, Brazil, Canada, China,
Finland, Greece, India, Ireland, Italy, Kuwait,
Macau, Malaysia, Netherlands, New Zealand,
Norway, Philippines, South Africa, Spain, and
Thailand.

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