



Welcome to the Mobiqa Newsletter!

The big news from Mobiqa this issue is our hugely successful launch of mobi-tickets™ within the rail industry and the announcement of our first airline customer.

Mobiqa are providing the tickets for the UK's first ever mobile train ticketing pilot with Chiltern Railways, YourRail and ts.com. Also this month Mobiqa have set an exciting first by providing a mobile ticketing service for Nok Air, Thailand's leading low cost airline.

Since our November issue, Mobiqa's technology has been used for some of the world's most exciting live events and promotional campaigns showing again the great user experience we give with our world beating technology. The first ever exclusively mobi-ticketed event was carried out at Kasabian's 2,000-strong gig in December, Salford Reds Rugby League Club have announced that they will be using mobi-tickets for the forthcoming season and McDonald's executed their first mobi-coupon™ campaign in Malaysia with our partner idotyou Mobile.

Continuing with our international activity, mobi-tickets were used by guests in Hong Kong to attend one of the advertising industry's most prestigious awards ceremonies and in this issue, the MD of OgilvyOne explains why mobi-tickets were the obvious choice for this high profile event.



Don Cameron, Director of Sales and Marketing Mobiqa Ltd

Mobiqa Bring mobi-tickets to the Transport Industry

In an exciting business development, Mobiqa have branched out into the transport industry. Chiltern Railways, which runs the scheduled passenger services between London and Birmingham, is the first train operator in the United Kingdom to deliver tickets to rail passengers on their mobile phones. This service began operating this month where mobi-tickets were used by YourRail, Chiltern's chosen partner, to improve customer service and convenience.



Mobile tickets offer huge benefits within the transport industry. They help streamline customers through train station entry points, cut the operational costs of printing and distributing paper

tickets and they reduce cash collection on the train and other touch-points. Mobile ticketing also offers a convenient means of buying, receiving and redeeming train tickets for customers.

Martin Hathaway of YourRail explains, "People who are on the move turn to their mobile phones to manage their lives and we believe organising their rail transport this way will prove to be popular. Later in the year, YourRail plan to offer Chiltern's customers the ability to purchase their tickets on the move from their phones as well as receive them in the form of a mobi-ticket. We are happy that Mobiqa has joined us with their highly reliable and scalable solution."

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Salford City Reds: mobi-tickets for Rugby Matches

Salford City Reds Rugby League Club will be using mobile phone ticketing from January 2007 at the start of their pre-season matches.



This move to improve the Salford Red's existing ticketing system is the second big announcement for the club as they recently held a

press conference outlining their vision of the future at their new home at the City of Salford Stadium following approval for the build. With the proposed move expected in 2009, the use of mobi-tickets, in tandem with paper tickets will be an exciting, added capability for this state-of-the-art building.

"The Willows has allowed us to see exactly why this will be the future of event ticketing."

The Reds current ground, The Willows, will use mobile ticketing before it is integrated into the new stadium. Mobiqa has integrated into the existing ts.com ticketing application and will

generate and deliver these mobi-tickets which contain a unique barcode and accompanying information in the form of a simple text message. The mobi-ticket is sent straight to the customer's phone where it is presented at the stadium and scanned to allow entry.



Paul McNally, Marketing Manager

for Salford Reds explains, "We're very excited to be working with Mobiqa ahead of the move to our new stadium. We looked at several options for mobile ticketing and we're delighted with the choice we've made. We see this method of ticket sales as vital in our overall marketing plan, and having the opportunity to have a dry run at The Willows has allowed us to see exactly why this will be the future of sports ticketing."

Barcodes and Foldovers for a McDonalds Cash Prize

In November Mobiqa and their partner, idotyou Mobile, Malaysia's leading mobile marketing agency, delivered McDonalds™ Malaysia's first ever mobi-coupon campaign where customers had the chance of winning a cash prize and McDonalds' products instantly.

McDonalds' customers received contestant cards with every purchase of a McDonalds Foldover. The contestant simply texted in the 7-digit code printed on the card to play a puzzle and the participant with the fastest correct answer won the cash prize.



In an exciting addition to this campaign, every 20th person to enter the competition received a mobi-coupon which was sent direct to their phone. The customer presented this mobi-coupon and their winning contestant card to staff for verification and they received a free Apple Pie or Corn Cup.

Dorothy Fong, CEO of idotyou Mobile said, "It is encouraging to see brand owners in Malaysia using mobile marketing to interact and build a direct, intimate relationship with their targeted customers. Mobile barcode solutions like Mobiqa's mobi-coupon have blended well with the entire campaign requirements. We look forward to more successful implementations using Mobiqa's software in the coming months."

mobi-tickets for Kasabian Gig in Leeds

Mobiqa worked with LiveNation and Nokia ticketrush.co.uk to provide mobi-tickets for this exclusive, 2,000 strong Kasabian gig which took place at the Leeds University Student Union.

Nokia's Head of UK Marketing, Nokia Mobile Phones UK, Simon Lloyd said, "We are delighted with the success of Nokia ticketrush.co.uk in offering mobile ticketed gigs to music fans. Mobile tickets have a huge impact on everyone who loves music with faster and easier access to venues."



be applied here and now to campaigns in this region. Hong Kong has always been at the forefront of advertising innovation and we aim to continue that trend in the future. The personalised mobi-tickets sent out for this event provide a great touch point with the customer and can be adapted to all kinds of PR events and coupon campaigns."



Hong Kong and China Embrace Mobile Ticketing for Top Awards Ceremony

Over 200 guests representing all of the top advertising agencies in China and Hong Kong received mobile tickets to attend one of the industry's most prestigious award ceremonies in November.

The HK4As Interactive and Direct Awards (iDA), organised by the Association of Accredited Advertising Agents of Hong Kong (HK4As) is a platform to give recognition to creative and implementation excellence in the interactive and direct genres of marketing.



The iDA was used as a showcase of new and emerging technologies and included 3D television displays, interactive projection units and uni-directional phased-array speaker systems. mobi-tickets were the obvious choice for access control as they also offer great potential within the Advertising and PR market for both event ticketing and couponing.

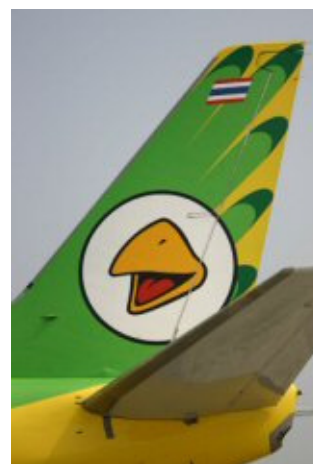
Sean Rach, MD of OgilvyOne HK and Chairman of iDA Organising Committee commented, "We wanted to show the guests at the iDA Awards Ceremony that these technologies are not future technologies but can

mobi-tickets Ready for Take-Off with Nok Air

Nok Air, Thailand's leading low-cost airline and a subsidiary of Thai Airways, announced this month that they will soon undertake a trial of mobile ticketing.

Nok Air customers will be able to book their tickets in the usual way, and then have them delivered to their mobile phone as an SMS incorporating a barcode. This barcode is then scanned at the check-in counter, quickly calling up the reservation details and thus reducing queuing times at the airport.

"We have always been an innovator and mobi-ticketing will move us further ahead in this very competitive market sector."



Khun Patee Sarasin, CEO of Nok Air, said "This is very exciting for Nok Air, as it will be the first mobile airline ticketing project to be undertaken in the region. Nok Air has always been an innovator, and this trial of mobi-ticketing will move us further ahead in this very competitive market sector. We look

forward to providing a more convenient delivery channel for our customers, and to reducing queues at the check-in counters."

The Media Pick Up on Mobiqua's mobi-tickets

Mobiqua has recently featured on the ITV evening news for providing mobile tickets for the first ever UK mobile train ticket service with Chiltern Railways and YourRail.

Also, following the UK's first exclusively mobi-ticketed gig with Kasabian at Leeds Student Union, the band talk to Radio 2 about the future of concert ticketing at a time when touting is becoming an escalating problem.

To see or listen to all our media coverage, please visit us at www.mobiqua.com and click on the News & Media section.



Mini Kiosk Addition to Mobiqua's Scanning Hardware

Mobiqua have announced an addition to their hardware offering with the Mbarc M4 mini kiosk. This small, affordable, hardware kiosk is ideal for scanning Mobiqua barcodes.

The M4 kiosk is available as a wall or table mounted model and is the perfect scanning solution for redeeming mobi-tickets or mobi-coupons at live events or promotional campaigns.

These mini kiosks can communicate with a server through both wired and wireless networks and with other M4 units through WiFi.



The M4 kiosk is just one of the many scanning solutions Mobiqua offer. The freestanding M2 kiosk is another scanning option as well as the MC50 and MC70 PDAs from Symbol.

To see our technology working, why not visit us at one of the forthcoming events:

INTIX, Houston, 30 January – 2 February, stand 211

3GSM World Congress 2007, Barcelona, 12-15 February 2007, stand D40 – C37

ETT, Amsterdam, 7-9 March 2007, stand 20



mobiqua
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