

PRESS RELEASE:

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MOBILE ADVENTURES: M-TICKETS TO ACCESS TOP SKI RESORTS IN CHILE

Skiing enthusiasts are now able to gain access to some of the best ski resorts in Chile with just their mobile phone.

EDINBURGH, UK. – (3 August 2009) – UK-based technology company and world leader in mobile barcode solutions; Mobiqua, with their partner Asicom Mobile Solutions, have teamed up with Movistar Nieve to launch Chile's first mobile ski pass initiative.



The convergence of the three valleys of the Andes; El Colorado, La Parva and Valle Nevado means Chile boasts the largest skiable surfaces in South America. Skiing and snowboarding fans looking to access these world-class ski resorts can now do so using their mobile phone. Skiers can log onto www.movistarnieve.cl, purchase their Movistar Nieve discounted ski pass, input their mobile phone details and request a mobile ticket.

Once purchase is complete, customers immediately receive their ski pass on their mobile phone in the form of an MMS, SMS or WAP message. Their M-ticket contains a scannable barcode and accompanying information all in a standard message. After receiving their M-ticket, customers can

head straight to the ski resorts where their ticket is scanned to allow them access to the slopes.

M-ticket from Movistar Nieve holds many benefits for skiers as they are able to take advantage of a special 20% discounted price. M-ticket is also more convenient as customers don't need to

find a printer to print out a paper ticket and they don't need to queue up at the ticket office at the ski resort to purchase or collect their ski passes. M-ticket is also the greener option, helping to reduce unnecessary paper usage.

The launch of M-ticket for Chile's top ski resorts follows the massive success of mobile ticketing for live events and exhibitions held at the Movistar Arena – Chile's largest live events venue.

Nick Rankin, CEO, Mobiqa Ltd comments, "Asicom Mobile Solutions have done an amazing job at really bringing mobile ticketing alive within Chile. As well as powering the mobile ticketing for numerous high profile events at the Movistar Arena, they have successfully spanned the sectors to the winter sports industry, launching the country's first m-ticketing ski pass solution. Mobiqa look forward to the continued partnership with Asicom and the important achievements this cooperation has produced."

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Note to Editors:

About Asicom Mobile Solutions

Asicom Mobile Solutions offer integral services that include campaign planning, graphic design, development of multimedia applications in conjunction with leading consultancy services, technical and commercial support. Asicom Mobile Solutions is technology, innovation, advancement – A complete service so you don't have to worry about anything.

About Mobiqa

Mobiqa are world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS, Email and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 40 countries including USA. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com