

Global recognition for Mobiqua technology

Mobiqua, the Edinburgh-based pioneer in the delivery of barcodes to mobile phones via text messaging, has been recognised at the Global Messaging Congress awards in London.

Mobiqua's Australian partner, Aura Digital Communications, was awarded "Best Enterprise Solution".

Aura partnered with Trade Show registration company, Info Salons to take the prize against 100 entries from over 20 countries.

Aura provided Info Salons with an application to pre-register and register visitors to conferences, exhibitions, and tradeshows using the Mobiqua mobi-ticket technology.

During online registration, visitors are asked to provide their mobile phone number. Confirmation is then sent as a mobi-ticket to their mobile phone.

As delegates arrive at the event, the mobi-ticket is scanned and the barcode permits the generation of a visitor's name badge. The badge contains the person's name and a copy of the barcode. By including the barcode on the badge, the name badge can also subsequently be used for scanning by exhibitors building their own database of visitors to their stand.

Jo-Anne Kelleway, Director of Info Salons, believes the technology has huge implications for trade shows and conferences.

She said: "Printing and mailing name badges is highly labour intensive. Organisers are always looking for ways to reduce running costs and the delivery of registration information to mobile phones will significantly cut postage and handling costs in the pre-registration process.

"The message with the bar code also acts as a reminder to the registrant that the event is scheduled. It is the fastest vehicle to allow visitors to gain express entry into events without lengthy queuing.

"The system also allows for a reminder to be sent a day or so ahead of the event and it eliminates wasted name badges when badges are printed in advance."

"The Global Messaging Awards are the pre-eminent awards in the mobile messaging arena world-wide, so it is fabulous news for us that our technology has got the recognition," said Richard Philips, Director of Mobiqua.

"These awards confirm that Mobile Messaging has really come of age," said Mike Grenville, Global Mobile Messaging Awards, Chairman.

"Messaging has been taken a step further beyond consumers and is now firmly entrenched in the business and enterprise space. The applications and services industry is now a very fertile ground and it is clearly poised to take advantage of the commercial opportunities available from SMS in particular."

For further information go to: www.mobiqua.com