



## **Edinburgh Mobile Technology Company Win Global Industry Award**

**20 Jun 2005**

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**The Mobi-pass™ is then redeemed at the venue by scanning the barcode on the phone display with a standard scanner and cross-checking the ID of the bearer.**

**The product is aimed at event organisers and major event venues, and simplifies event ticketing and provides an additional level of security never seen before, eliminating the problems associated with touting, counterfeiting and proof of identity.**

**Ronnie Forbes, Technical Director and founder of Mobiqa, who picked up the award, commented; "This is a very significant award for us as it recognises Mobiqa's innovation and success amongst an international range of high quality companies in the mobile entertainment industry.**

**"Mobiqa was selected for delivering an extremely innovative use of camera phones and MMS to solve real world industry challenges. The simplicity and elegance of the solution makes it easy for consumers to use and ticket agents to adopt.**

**"The use of our technology is growing around the world including the Far East and North America. Every week, we're seeing our technology in action in events, retail and consumer promotions.**

**There is a real and growing demand for barcode marketing and ticketing and this award only serves to confirm this trend."**

**The Global Messaging Awards attracted more than 110 entries from 23 countries on 5 continents reflecting the global nature of the industry. The aim of the Awards is to honour the people, organisations and companies that have delivered new ideas, technologies and innovations that have helped shape the mobile entertainment industry over the past year. They provide a benchmark of excellence for the industry, while demonstrating the power and potential of mobile entertainment to the wider business world.**

**Mobile phone ticketing is currently valued at over \$95 million worldwide. Independent research predicts that this will increase to \$40 billion by 2009\*.**

**Mobiqa has signed license and distribution deals with companies in 22 countries worldwide and the growth of this network of partners is accelerating. The majority of work to date has been carried out in the event ticketing market but the company also has an established and growing presence in the retail and coupon market.**



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**NOTES TO EDITORS:**

- **Mobiqa is a technology company delivering commercial applications for mobile phones around ticketing, vouchers and promotions.**
- **Mobiqa's services are based on the delivery of standard barcodes to mobile phones via SMS and MMS. The company has created a number of 'world firsts' in concert and event ticketing as well as multimedia promotions.**
- **Mobiqa is a private limited company headquartered in Edinburgh, Scotland.**
- **Ronnie Forbes founded Mobiqa in 2002. The concept of delivering barcodes to mobile phones was his original idea.**
- **\*Juniper Research 2004**
- **[www.mobiqa.com](http://www.mobiqa.com)**

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