



www.scotlandat3gsm.com

Scotland at 3GSM

Barcelona 13-16 Feb 2006

n
g
ll
e
ce

their
and
ted
ker
bile
ring
afety
The
ually
nd a
ed in
an be
waist,
othing.

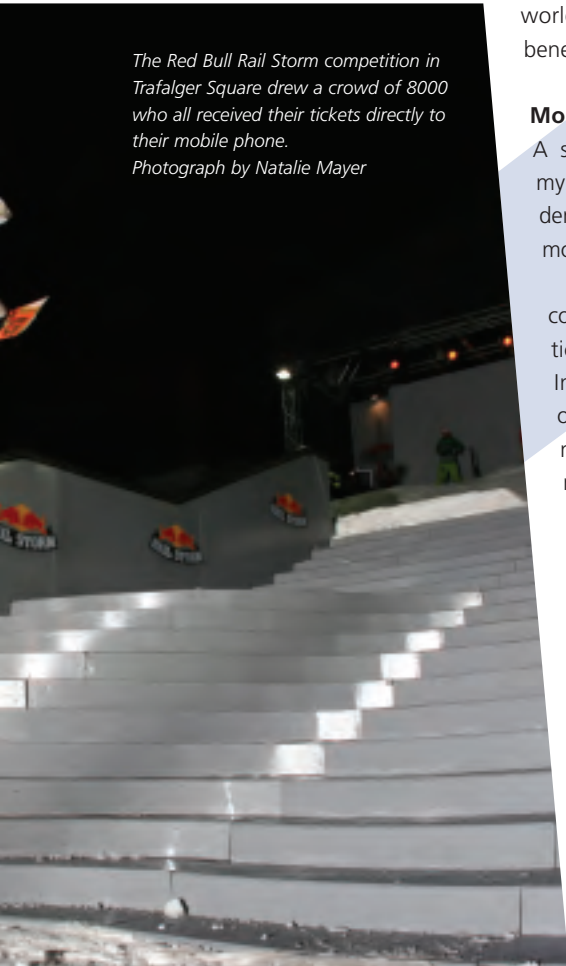
atellite
rovides
res. It is
ellbeing
ns.
azardous
s alarm
workers,
mediate
itable for
d that the
g such a
cident and
flashpoint.
m as it can
y a simple
ng Argyll
room.
are key to
unction as a
functions or



other features it is completely instinctive to use.

In addition to meeting the employer's statutory compliance requirements, provision of this type of technology in support of the health & safety of staff also provides the employer with other potential areas of benefit such as: improvement in employer-staff relations through fulfilment of the moral duty of care; reduced absenteeism attributed to stress and increased productivity through effective deployment of resources. In obtaining access to the location of staff web-based mapping technologies provide additional logistical benefits to employers, allowing the position of staff and assets to be traced.

www.argylltelecom.com



The Red Bull Rail Storm competition in Trafalgar Square drew a crowd of 8000 who all received their tickets directly to their mobile phone.
Photograph by Natalie Mayer

worldwide, all of whom recognise the benefits and potential of our technology."

Mobi-tickets in action

A secret Maximo Park concert held at a mystery venue in Glasgow in October demonstrated the power and flexibility of mobile ticketing.

O2 ran an exclusive text-to-win competition for Maximo Park's fans to win tickets to the mystery concert. Mobile Interactive Group (MIG) delivered the overall project management, the mobile messaging and the campaign management. Mobiqa notified the winners of the concert venue at the scheduled 'last minute,' delivered their mobi-tickets direct to their mobile phones, and provided the redemption application.

On arrival at the venue, fans scanned their own mobi-tickets directly from the phone using self-service kiosks that also printed a voucher for a free drink at the concert.

"Delivering tickets and vouchers direct to the mobile phone offers significant benefits for customers, events organisers and brands," said Paul Samuels, Head of Sponsorship at O2. "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."

"This is the future of paperless ticketing," said Iain McCready. "Using mobi-tickets was the only way to get the tickets out to the fans on time at such short notice."

Flexibility of mobi-tickets

In November Mobiqa demonstrated the flexibility and superiority of mobile ticketing for large events over other ticketing methods, by being chosen as exclusive ticket provider by Red Bull for its Rail Storm snowboarding competition.

The event was held in a snow-covered Trafalgar Square. Snowboarding fans simply registered on the Rail Storm website to receive their mobi-ticket directly to their mobile phone.

The high adrenalin competition, which had 33 of the world's best rail riders competing for prizes worth £30,000, attracted a crowd of 8,000. All the spectators gained entry by having their mobi-ticket scanned with a barcode scanner at the entrance gates.

"No matter what the event, organisers always face the problem of tickets not being delivered in time, being lost or thrown away by mistake," said Nichola Spencer, New Media Manager for Red Bull. "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."

"Mobi-tickets make perfect sense for large scale events as they are delivered immediately so can increase the capacity for sales, but they also give a live link straight to their customers which our clients love," said Iain McCready. PNC Telecom was Mobiqa's marketing partner at the Red Bull Rail Storm.

Mobiqa continues strong momentum into 2006

Mobi-tickets are being used in ever-increasing numbers as 2006 progresses. They are currently being used at the England Rugby Internationals being held at Twickenham. Mobiqa and O2 have joined forces and mobi-tickets are allowing O2 customers exclusive access to the O2 Blue Spaces at the matches. Turnstiles, provided by Mobiqa's business partner SkiData, are used to verify the tickets at Blue Space entrances.

Far East expansion

In a move to secure more international deals to complement their existing base of global clients in 28 countries, and to further develop the business in the Far East, Keith Russell has been appointed in >>

MOBIQA ENDS 2005 STRONGLY

The last few months of 2005 ended up being as exciting as the rest of 2005 for Mobiqa, the world's leading mobile phone ticketing and couponing company.

Winning the award for Best Mobile Messaging Innovation at the 2005 Global Messaging awards for their mobi-pass product in June, Mobiqa followed this with their listing in the O2's recent 50 to Watch in Mobile.

"It's very flattering to be ranked alongside the most promising technology companies in the UK," said Iain McCready, Chief Executive, Mobiqa. "We are working with O2 and other leading companies



Hong Kong as Business Development Manager – Asia.

Russell joins from Hong Kong based Red Bridge Consulting, where he held the post of Director. He brings with him over 12 years of senior business and sales experience, 10 of which were in the mobile phone industry, having worked for companies including Convergys, Kingston-SCL and British Gas.

With various exciting projects ready to take-off, 2006 looks like it will be another successful year for Mobiqa.

www.mobiqa.com





ABOUT MXTRA

If you would like to receive future issues of MXtra, please e-mail your contact details to info@mxalliance.org. Please include your name, job title and company name. If you would like to submit an article for MXtra, please contact jim.black@mxalliance.org

ABOUT MX

MX is the industry alliance for mobile and wireless – we connect the community in Scotland and beyond. The key objectives of MX are to help stimulate and grow the sector in Scotland and to promote the value and accelerate the uptake of mobile and wireless solutions. MX has an open membership policy for companies and organisations who are interested in developing the sector in a global market. MX delivers seminars and workshops, publications and industry communications, networking opportunities to provide market knowledge and intelligence and maintains regular communication with public sector bodies and organisations

If you are interested in finding out more about MX and its members, please go to www.mxalliance.org or phone us on +44 (0)870 803 804.

MX Alliance
Geddes House Business Centre
Kirkton North
Livingston
EH54 6GU
www.mxalliance.org

Neither the editor, nor MX Alliance, necessarily endorse any opinion, real or implied, expressed by contributors to MXtra.

No part of this publication may be reproduced without the written permission of MX Alliance
© 2006. All rights reserved.