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Mobicode delivers barcodes to mobile phones via SMS

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Mobicode has announced that it will be launching its flagship service into the SA market, whereby companies will be able to deliver bar-coded tickets, coupons and vouchers to mobile phones via SMS.

The barcode, or 'mobicode', appears on the mobile phone's display, and is redeemed at the point of sale by simply scanning the display with a barcode scanner.

Mobicode has signed an agreement with Mobiqa of the UK, a global supplier of mobile barcode solutions (mobi-ticket, mobi-coupons, mobi-rewardcard and mobi-pass) to provide its patented technology in SA.

Mobicode MD, Ian Burgess, says with over 20m mobile phones already in use in SA, he anticipates strong uptake of this service by ticketing companies, event organisers, brand owners, retailers, and direct marketing companies.

"Mobicode is a great example of the new type of easy-to-use, convenient and timesaving services becoming available from your mobile phone.

"Sending a mobicode to a mobile phone offers many benefits, it is hassle-free with no paper to handle or misplace. It is also cheaper than printing or mailing tickets and coupons, and it allows the precise tracking of usage," Burgess explains.

Independent research shows that the next stage for mobile telephony involves ticketing through mobile phones and is currently valued at over \$95m worldwide. It is expected to increase to \$40bn by 2009.

According to Mobiqa chief executive, Iain McCready, Mobiqa technology is fast becoming the de facto standard in mobile barcodes worldwide.

"With the addition of Mobicode in SA, we now have a presence in more than 28 countries on six continents across the globe."

Burgess says customers recognise the value in embracing this technology in order to meet their marketing and performance goals.

"It is all about gaining an edge. Mobicode provides a comprehensive suite of applications which enables that competitive advantage."