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Barcodes on Your Phone: MyThum Interactive Takes Mobile Marketing to the Next Level

[edit: I wonder if this would come to Singapore. It'll be good to use this system for the mobile phone but I believe it'll need systems which can accept MMS.]

MyThum Interactive, Canada's leading mobile media company, is pleased to announce that it has signed a reseller agreement with Mobiqa, the world leaders in mobile ticketing and mobile coupon solutions based on the creation, delivery and redemption of barcodes to mobile phones.

The solution will enable MyThum customers, including many of Canada's leading media and consumer brands, to distribute fully redeemable mobile coupons and tickets directly to the phone. In addition to generating and delivering the barcode, the end-to-end solution also facilitates easy redemption via an integrated handheld scanner at the point of sale or admission gate.

"The delivery of a scannable mobile barcode solution opens virtually limitless possibilities for our customers" said Michael Carter, President of MyThum. "This will dramatically accelerate the development of the mobile phone as a media and marketing channel"

Consumers can request mobile tickets or coupons directly from their phone by sending a text message to a short code number, or opt in to receive ongoing offers from a brand as part of its mobile relationship marketing program. Once the coupon or ticket is on the consumer's phone, it is with them wherever they go.

"Mobiqa sees Canada as a very exciting market both for mobile ticketing and mobile couponing" said Iain McCreedy, CEO of Mobiqa. "The combination of Mobiqa's world leading technology and MyThum's market leadership in Canada will ensure the successful implementation of these powerful new tools."

Mobiqa's award-winning solutions have been deployed for large-scale events and campaigns worldwide. In June, Mobiqa set a world record for mobile ticketing by issuing over 20,000 mobile tickets for the O2 Wireless Music Festivals in London.

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[September 2006](#)

[August 2006](#)

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[General \(6\)](#)

[GSM \(1\)](#)

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