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MyThum Interactive announce that it has signed a reseller agreement with Mobiqua, 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.

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