

The Pondering Primate

As the Internet becomes mobile through the cell phone, I realized the physical world would merge with the electronic one and a tsunami of opportunities would be created. I constantly search for companies and news associated with mobile search, mobile marketing and mobile commerce.....If it involves a mobile phone, I try to cover it. inspired by PTBS

MONDAY, SEPTEMBER 11, 2006

MyThum And Mobiqa Team Up To Deliver Barcodes Over Mobile

Some mobile marketing companies are talking about implementing physical world connection campaigns, and some are actually doing it.

Keep an eye on Mobiqa, they are doing a great job in the [mobile coupon](#) space.

From Newswire [Barcodes on your mobile](#)

[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**.

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.

Mobiqa are the world leaders in mobile ticketing and mobile coupon solutions based on the creation, delivery and redemption of barcodes to mobile phones.

Their patented technology ensures that the barcoded tickets/coupons hit all standard handsets on the market.

posted by Scott Shaffer @ 2:24 PM

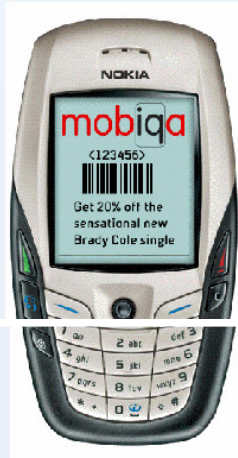
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