



Göteborg: Access All Areas With Mobi-Tickets

June 11, 2007 – This summer visitors to one of Sweden's largest city Gothenburg are to take advantage of the 'Mobile Gothenburg City Pass'. Using the latest innovation in mobile technology, Gothenburg's tourists are able to receive a comprehensive pass to many of the city's attractions straight to their mobile phone.

The Gothenburg City Pass is available to order on the Goteborg.com website but now instead of using a card, tourists have the more convenient option of having their pass sent to their mobile phone in the form of a simple barcoded SMS message. The pass is valid for a set period of time and is activated the first time the barcode is scanned.

Mobiqa, the world leaders in mobile ticketing solutions and their Swedish partners, Berazy, a world wide distributor of mobile content in the entertainment business, have provided this capability for the Gothenburg city pass. The Mobile Gothenburg City Pass contains a barcode which is scanned at the venues of the city's attractions. This form of ticketing reduces the risk of leaving behind your pass and eliminates the need to collect a paper ticket. The mobile pass also reduces the operational costs of producing, handling and distributing a card pass.

The mobile city pass allows entry into some of Gothenburg's most popular attractions like the Liseberg, one of Europe's largest theme parks, Gunnebo House and Casino Comopol, the pass also affords you free travel on public buses, trams and trains and archipelago boats and. The pass also gives you pre paid parking in payable council spaces and can when presented at certain shops, you can take advantage of vouchers and special offers.

Niclas Josefsson, CEO from Berazy comments, "This is one of the first steps of presenting Göteborg to visitors in a way that no one else in the world has done before."

Iain McCready, CEO of Mobiqa said, "The Gothenburg City Pass is excellent value for money and is a real, money-saving option for those visiting the city. The mobile pass is also very convenient, rather than buying several different tickets for entry into tourist attractions and taking public transport, one simple mobi-ticket sent to your phone can do everything."

About Berazy

Berazy Mobile Entertainment, on all 6 continents!

Since 2002, Berazy in cooperation with their partners has been an innovative and creative content provider in the mobile entertainment business. Berazy has grown into a world wide distributor of mobile content, reaching more than 1 billion potential customers in 86 countries and counting. Mobile Tickets are one product of the company's portfolio of services.

www.berazy.com and www.mbiljett.se

About Mobiqa

Mobiqa are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com