



PRESS RELEASE:

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“BACARDI B-LIVE” CUTTING EDGE MUSIC PARTY USES MOBILE TICKETING TECHNOLOGY

BACARDI B-LIVE is a 25-country event, delivering one-of-a-kind, cutting edge music parties featuring an eclectic mix of talented artists. Thailand is unique in offering gig-goers an extra special concert experience as it was the first time ever that mobile phone tickets were used for a concert in this country.

Mobiqa, the world leaders in mobile phone ticketing and their Thai partners; Mobile Solutions, supplied BACARDI B-LIVE with mobi-ticketing capabilities for the event. Music fans were able to see the country's leading artists and top DJs by receiving tickets to the event directly to their mobile phones. mobi-tickets are unique barcoded messages with accompanying event information sent to customers' mobile phones in the form of a simple SMS message. The customer then presents their mobi-ticket at the entrance to the gig where it is scanned to allow entry.

Mr Sompong Choakpibulkarn of Bacardi (Thailand) Ltd said, “Bacardi B-Live in Pattaya, is part of Bacardi's international musical extravaganza and featured cutting edge music and Mobiqa's mobile ticketing was exactly what we wanted, a cool, cutting-edge solution in tune with today's mobile generation.”

John Charlesworth, MD of Mobile Solutions comments, “It's great that a major international brand like Bacardi is the first to fully embrace the concept of mobile ticketing in Thailand. We believe that paperless ticketing is the way of the future

here. We want to eventually move payment onto the mobile too so you can get an SMS alert about an up-coming event, buy and receive the tickets via your phone and simply show the mobi-ticket to gain access.”

Thailand’s BACARDI B-LIVE event took place in the beach resort of Pattaya with over 50% of those who attended the event used barcoded tickets on their mobiles to gain entry.

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**Note to Editors:
About Mobiqua**

Mobiqua are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqua’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. Mobiqua’s patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at www.mobiqua.com