



mobilising your business

PRESS RELEASE:

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## **MyTrainTicket.co.uk Offers Mobile Ticketing Capabilities to Rail Companies Across the UK**

Edinburgh, UK. – (14 April 2010) – New train ticketing company: MyTrainTicket.co.uk, has teamed up with Mobiqa, mobile phone ticketing specialist, to provide mobile ticket delivery capabilities to the UK's rail companies and their passengers.



Launched in April, MyTrainTicket.co.uk sells tickets for all UK train companies to all National Rail destinations and London Underground stations. By offering the mobile channel as a delivery option, train companies will be able to send customers tickets to their mobile phone instead of passengers needing to print them out at home or in the office, or collecting them from kiosks at the station. MyTrainTicket.co.uk's mobile tickets are delivered as SMS Web Links, Email Web Links or by MMS and contain a

scannable barcode as well as the passenger's travel itinerary. The barcode held within the message is scanned and validated at the station or onboard the train.

Mobile ticket delivery is a more convenient means of receiving a rail ticket as passengers are able to bypass queues at the train station ticket desks and kiosks and no longer need access to a PC and printer to print their tickets. Mobile tickets are also more eco-friendly than their paper versions.

Robin Wells, Executive Chairman of MyTrainTicket.co.uk, comments: “We are excited to launch Mytrainticket.co.uk using our market-leading experience in delivering mobile and print-at-home tickets which use barcode technology, to transform the online rail ticketing experience.

“We have invested heavily in the latest technology, taking on suppliers such as Mobiqa to ensure that the roll-out of our mobile ticketing service is as good as it can be.”

Nick Rankin, CEO, Mobiqa Ltd adds, “MyTrainTicket.co.uk has recognised the added convenience and paper-saving benefits of mobile ticketing and we’re delighted they have chosen Mobiqa to provide this functionality to their customers. Innovation within the UK rail industry is an imperative step to enhancing passenger experience and processing efficiency and by choosing Mobiqa, MyTrainTicket.co.uk are able future-proof their mobile offerings.”

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**Note to Editors:**

**About Mobiqa**

Mobiqa is a leading supplier of optimised mobile solutions to the largest players in the entertainment, transport and retail sectors. Mobiqa specialises in building high-end mobile internet sites and delivering optimised barcoded tickets, boarding passes and coupons to mobile phones worldwide. The company has created a number of ‘world firsts’ in concert, transport, sports and event ticketing as well as multimedia coupon promotions. With connections to over 600 mobile networks in over 150 countries, Mobiqa is able to push content to end users all over the world, regardless of their mobile device type or network operator. Mobiqa has been granted the international patent over the process of Optimising and delivering barcodes to mobile devices in Europe, the US, Canada, India, Australia and South Africa, and has been filed and is pending in other key regions. Mobiqa is a private limited company headquartered in Scotland. Learn more at [www.mobiqa.com](http://www.mobiqa.com)

**About MyTrainTicket.co.uk**

- MyTrainTicket.co.uk is an impartial retailer of [train tickets for all UK train companies](#) to all National Rail destinations, and is accredited by the Association of Train Operating Companies on behalf of the train operators.
- Uniquely, MyTrainTicket.co.uk groups tickets into ‘Advance’, ‘Off Peak’ and ‘Anytime’ – helping passengers easily choose between the cheapest (but less flexible) tickets and more expensive but more flexible tickets
- Passengers can make reservations where these are available and request seat preferences, including quiet coach, window / aisle seats, and wifi / power points where these are available
- MyTrainTicket.co.uk also sells London Travelcards and Plusbus tickets. Plusbus tickets are available for over 270 towns and cities across England, Wales and Scotland and can be added to a train ticket to allow unlimited local bus and tram travel when passengers arrive at their destination.

- Tickets can be collected free of charge from any one of over 1,000 stations two hours after purchase, or can be delivered by 1<sup>st</sup> Class Post or Royal Mail Special Delivery Next Day.
- Free help and support by telephone and email is available to customers from 07.00 to 22.00 364 days a year from our UK-based call centre.

**About Assertis**

- MyTrainTicket.co.uk is a trading name of Assertis ([www.assertis.co.uk](http://www.assertis.co.uk)), an award-winning web agency combining expertise in website design, online marketing and online and mobile train ticketing. Rail clients past and present include Chiltern Railways, Wrexham & Shropshire, ATOC and the Railway Forum.
- Assertis has been retailing train tickets online since April 2008 for Wrexham & Shropshire and Chiltern Railways, and has issued over 250,000 mobile and self print tickets for the two operators. Mobile and self print tickets have been a hit with passengers and train operators alike. They incorporate barcodes and can be scanned using barcode readers on trains or by specially adapted gates at stations.
- Assertis is a private company and has significant financial backing from a group of private investors with broad experience in the rail industry, IT, marketing and business development, including First Class Partnerships, the UK’s leading rail consultancy.

**Media contacts:**

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