

Welcome to Mobiqa's Newsletter



Ronnie Forbes, CTO, Mobiqa.

As we move into the fourth quarter of 2009, we continue to enjoy the increased roll-out and uptake of Mobiqa's mobile barcode solutions across a number of industries, and in a variety of creative situations! In this issue, we cover the launch of the first mobile ski pass initiative by Mobiqa's partner in Chile Asicom Mobile Solutions. In the US, our Californian distributor OzNet Systems, has deployed a creative and eco-friendly couponing initiative to drive people to their local car wash. In Nigeria audiences are assured of a great time as mobile ticketing is used for a leading comedy festival: Glo Lafta Fest. Also in this issue Graham West of Mobiqa introduces Near Field Communications (NFC).

We hope you enjoy sharing our news. For more information on Mobiqa, please visit us at www.mobiqa.com



this issue

NFC P.2

Vueling Launch Mobile Boarding

Passes P.2

Up-close with Asicom P.3

Glo Lafta Fest P.4

Mobile Adventures: The launch of the first mobile ski pass in Chile

Mobiqa's distributor in Chile, Asicom Mobile Solutions, has teamed up with Movistar Nieve to launch Chile's first mobile barcoded ski pass initiative called 'M-ticket'.



Skiing and snowboarding enthusiasts looking to access these world-class ski resorts can now do so using their mobile phone. Skiers can log onto www.movistarnieve.cl, purchase their Movistar Nieve discounted ski pass, input their mobile phone details and request an M-ticket.

Customers receive their M-ticket on their mobile phone in the form of an MMS, SMS or WAP message. The M-ticket contains a scannable barcode and accompanying ski-pass information, all in a text message. After receiving their M-ticket, customers head straight to the ski resorts where their mobile phone is scanned, allowing them access to the slopes.

M-ticket holds many convenience benefits for skiers including removal of the need to find a printer, no need to queue up at the ticket office to purchase or collect a ski pass, and for the environmentally-aware customer, M-ticket is the paperless and eco-friendly option, helping to reduce unnecessary paper and plastic usage.

The launch of M-ticket for Chile's top ski resorts follows the success of mobile ticketing for live events and exhibitions held



at the Movistar Arena – Chile's largest live events venue.

The convergence of the three valleys of the Andes—El Colorado, La Parva and Valle Nevado—means Chile boasts the largest skiable surfaces in South America.

Vueling Launch Mobile Boarding Pass

Vueling, the new generation airline, has launched its mobile boarding pass initiative with Mobiqua.

Vueling customers can now receive their boarding pass on their mobile device by checking in online and opting for mobile delivery. Passengers are sent a WAP Link via SMS messaging through which they can access their boarding pass.

Vueling's mobile boarding pass contains an IATA-standard 2D barcode which passengers present at the security check point and boarding gate for validation.



This innovative mobile boarding pass service enables Vueling passengers to check-in without having to print any documentation, and to save time and avoid queues at the check-in counter.

Vueling has bases in Barcelona, Madrid, Seville, Malaga, Valencia and Bilbao and flies to major cities across Europe and Northern Africa.



Mobile NFC

Graham West,
Mobiqua's guru on
emerging technologies
comments on NFC



Just as e-commerce exploded during the late 1990s, mobile-commerce is set to make a big splash in the coming years. One of the "killer applications" is undoubtedly the mobile barcode, which is proving increasingly popular for ticketing, couponing and boarding passes.

As mobile technology continues to evolve, what does the future have in store for mobile ticketing?

Near Field Communications (NFC) is a technology attracting some attention for its potential simplicity and ease-of-use. NFC is a form of short-range wireless communication being adopted by smartcard operators for a

range of uses including electronic payment, travel, and security. Similar to Bluetooth, NFC can be used to transmit data between two devices over the air. This rapid, short-range, communication between an NFC enabled smartcard (containing an embedded chip and antenna) and an NFC reader, means that NFC may become an alternative to barcodes for a range of applications.

How does mobile NFC compare to mobile barcodes? NFC for mobile offers many of the advantages that mobile barcodes provide such as instant delivery, auditing, secure access control and paperless ticketing. However, NFC may provide some additional benefits such as allowing more data to be communicated; the possibility to update NFC data on the device e.g. mark ticket as redeemed; improved usability by removing the requirement for a "clear line of sight" to scan a barcode; plus easy integration with existing smartcard systems.

Currently, the main barrier to NFC adoption is the limited availability of NFC - enabled devices. While nearly every handset on sale

today (and yesterday) is capable of displaying a mobile barcode which can be scanned from the screen using a barcode scanner, mobile phones on sale in Europe, the Americas and elsewhere are typically not NFC capable.

Planning ahead however, Mobiqua has successfully demonstrated its ability to deliver NFC tickets to suitably enabled handsets. We are ideally placed to provide you with NFC delivery as a complement to mobile barcode technology if and when NFC gains traction. Just as mobile barcoded tickets are gradually taking a bigger share from paper or print-at-home tickets, we expect NFC may co-exist with mobile barcode distribution. In the meantime however, mobile barcodes look set to remain the technology in demand for many years to come. For more information or to share your thoughts and comments, please email enquiries@mobiqua.com.

"Our strategy is to work with the best technology in the market and Mobiqa has the best M-ticket technology and are the best partners to work with." Alejandro Bernales, Director, Asicom

eco-coupon™ Awash with Success!

Mobiqa's US partner, OzNet Systems, has struck a deal with Water Wheel Car Wash to provide a green mobile couponing service for enticing customers.

Water Wheel Car Wash is the first company of its type to embrace mobile couponing. With the help of OzNet Systems, Water Wheel Car Wash now has the ability to push barcoded coupons to customers' mobile phones. To get their hands on a mobile coupon, all customers need to do is send a text

message to 84045 with the word 'WATERWHEEL'. This call to action is communicated through a range of media including newspaper and radio adverts. When the mobile coupon is presented at Water Wheel, an agent simply validates the mobile barcode using a handheld scanning device.

Water Wheel Car Wash, owned and operated by the Naber family in Canyon Country, commented "We are a small business and we have to be conservative about our marketing

dollars. In a competitive environment you always have to be looking for something different," says second generation Water Wheel Car Wash Owner, Alex Naber.

Antony Ozogu, CEO of OzNet Systems commented: "Our client is delighted with the creativity, uptake and customer feedback with this great initiative. OzNet is now looking to extend mobile couponing throughout California."

Special Feature: Mobiqa interviews Alejandro Bernales, Director, Asicom Mobile Solutions

Where did you work before Asicom?

I joined AMS (Asicom Mobile Solutions, the mobile services area of Asicom), two years ago. Before that, I worked for four years at Sixbell, a Chilean telecommunications company with operations across Latin America, selling and developing VAS platforms for cellular operators.

Describe Asicom in a sentence.

AMS is an innovative company, that works with the best technology to develop value added services for our clients.

Why did you choose to invest in Mobiqa's technology?

Our strategy is to work with the best technology in the market, and Mobiqa has the best M-ticket technology and are the best partners to work with.

What has been Asicom's biggest success so far?

Our biggest success with AMS was to become a referent in the Chilean mobile market in less than three years. At the moment, AMS is working on the biggest M-ticket projects in Latin America, and we are working on major projects of M-ticket, Mobile Banking and Mobile Marketing in Chile.

What has been the key to your success in launching mobile ticket in Chile?

To be innovative, to have the best technology and to promote AMS in the press. To have good partners, Movistar Chile have been working on M-ticket projects with us, for

about two years. Most important of all, to give excellent service and attention to your clients.

Where do you see the technology going in the future?

To grow in Latin America, working with local partners. Argentina, Colombia and Central America is our objective for the rest of the year and the first half of 2010.

What has been the biggest barrier to mobile ticketing adoption?

The biggest barrier to adopt these services, is the cultural barrier, a lot of people don't understand how it works, and how this can be of value to them and the companies don't want to risk investing in this new service.

However this is changing, we are seeing projects growing and multiplying in the last few months, many companies are interested in using this service and we have a very good prospects for the next year.

Have to received any feedback from customers or end users?

Our clients are very happy with the service, we did some research this year that concluded that our services are highly valued by customers.



Mobiqa Selected for Tech Media Invest Top 100

Mobiqa has been selected as a Tech Media Invest Top 100 company. This prestigious initiative, sponsored by PricewaterhouseCoopers, Kemp Little and The Guardian newspaper, recognizes the UK's fastest growing technology and media companies. Mobiqa was further selected as one of the 50 most active technology companies. Speaking at a dedicated forum at the Emirates Stadium on 1 October, Nick Rankin, Mobiqa's CEO, commented: "It is great that PWC and Kemp Little are getting behind good, solid technology companies. The standard of competition in the UK tech media sector is very high. We are delighted that Mobiqa has been identified as one of the country's hottest technology providers. This is a fabulous endorsement of our business and our people."





Laugh

Glo Treat their subscribers at Glo Lafta Fest

Telemagic Communications, Mobiqua's Nigerian distributor, recently launched mobi-ticket™ with Lagos-based Globacom, Nigeria's leading telecommunications operator. Globacom has more than 25 million subscribers and is the fastest growing mobile network in Africa and the Middle East. Moreover, Globacom is widely regarded as a leading innovator in the telecommunications industry, having introduced a number of initiatives that have provided Nigerians access to a wide range of mobile services. In accordance with Globacom's forward-thinking approach, the company rewarded its most loyal subscribers with an invitation only Festival of comedy called 'Glo Lafta Fest'. Needless to say, entrance to this event was with mobile tickets only.

Globacom partnered with Telemagic to deliver mobile tickets to this event. Using Mobiqua's Optimisation and Messaging Platform, mobile tickets were pushed to Globacom's customers via

SMS WAP Link. Each mobile barcoded ticket also contained full itinerary details in text format, ensuring attendees knew exactly where to go and at what time. On arrival at the venue, their mobile ticket was scanned, the booking validated and the customer provided with smooth and paperless entry to the show.

With the help of mobile ticketing Glo Lafta Fest was a great success. Eyo Eyo, CEO of Telemagic, commented: "The fact that Globacom selected mobile ticketing as a way to reward its most loyal customers is a wonderful endorsement of this technology. Telemagic is focussed on building upon this success in the Nigerian market for tickets and coupons. The feedback from the users of mobile ticketing has been hugely positive. Telemagic is confident that this is just the start of great things to come."



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Interactive Media Council award MyThum

Mobiqua's partner in Canada MyThum Interactive, one of North America's leading mobile media companies, has been awarded by The Interactive Media Awards Council Inc "Best in Class" for their industry-leading Rogers Wireless Box Office solution. The Interactive Media Awards Council recognise the highest standards of excellence in website design and development and honour individuals and organisations for their outstanding achievements.

Rogers Wireless Box Office, in association with Live Nation, allows Rogers subscribers to use their mobile phone to search, select, pay for and receive their live music tickets.

Mobiqua's mobile barcode technology enables Rogers Wireless, to distribute redeemable coupons and tickets directly to the mobile phone. In addition to generating and delivering

the barcode, the end-to-end solution also facilitates easy redemption via an integrated scanner at the point of sale or at the admission gate.



This technology also gives Rogers Wireless Box Office ticket holders VIP venue access through a special entry line designated just for Rogers customers.