TRADE PRESS RELEASE
Thursday 9th May 2007.

Secured and Ready for Boarding

Mobimatics announced today the release of the secure Java-based version of their revolutionary M-Ticket, specifically geared towards the transit industry.

Mobimatics's unique mobile ticketing enables customers to buy a ticket anytime, anyplace, anywhere, through the Internet or via the mobile phone. The ticket is sent to the mobile phone as a WAP push. The customer simply selects the link and downloads the java applet to their phone, in the same way they would download a ringtone or game. The applet is secured using DRM, the same technology that is used to secure music and video on the mobile phone,

When the mobile phone is presented to a ticket machine it is validated by a scanner, and all the software and hardware components within the Mobimatics ticketing system communicate with each other in real-time via GPRS.

As Chris Watt, Sales Director, explains, 'Today's introduction of our secure Java-based version of the Mobimatics M-Ticket brings even more functionality to transit operators. Along with our existing M-Ticket and M-Scan technology we can now offer secure information-embedded tickets, with the SMS message not only containing a secure ticket supporting visual validation but also linking directly to an operator's timetable or loyalty scheme, such as the Mobi-Moolah program.'

Meeting the unique needs of season ticket users, the Java encryption now bridges the gap between transferable 'carnet' tickets and non-transferable season tickets. Using DRM technology, the M-ticket season versions cannot be forwarded to other mobile devices, and are security protected via a code drawn from an internal database that changes every 30 minutes, and a database which is refreshed periodically to prevent copying and hacking.

Please visit stand 6E522 (next to the coffee shop) at the UITP Exhibition to experience live interactive demonstrations of the Mobimatics product suite.

Mobimatics Limited:

Mobimatics, with offices in the U.K. and Sweden, is the world-leader in next-generation ticketing, successfully integrating a detailed understanding of the transport industry with customer relationship management, leading edge software applications and "best in class" engineering.

Visit www.mobimatics.com to learn more about the Mobimatics products suite.

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