

Press release

Take-off with Gavitec: Spanair Tests Mobile Plane Tickets



Spanair and NeoMedia's Gavitec, both members of IATA, test mobile plane tickets at two Spanish airports.

ATLANTA Georgia, and AACHEN, Germany, December 4, 2007 – Gavitec AG - mobile digit, a NeoMedia Technologies company (OTCBB: NEOM), implements mobile ticketing for Spanair Airlines. The revolutionary technology will be tested in two Spanish airports. The airline plans to convert its current system to allow for completely paperless ticketing which is highly cost efficient for check-in and boarding procedures.

Paper tickets are replaced by an electronic 2D code that can be read directly from the passenger's mobile phone display. Passengers of Spanair are able to use their mobile phone for check-in and as a data carrier for plane tickets.

During the test phase, passengers receive a mobile ticket in form of a 2D code on their mobile phone. NeoMedia's Gavitec EXIO scanners are installed to read the 2d codes at airport terminals in Madrid and Bilbao. After the scan, passengers receive a paper ticket, which contains flight information in form of a PDF417 code. A printed boarding pass is still required by Spanish authorities. The test phase is undertaken for two airlines and will evolve into the next rollout phase.

In the rollout, check-in and boarding process will be entirely paperless. Passengers will receive a 2D code on their mobile phones, which would function both as ticket and boarding pass. This code is scanned at security and at the boarding gate to validate through the use of an online database.

The IATA "International Air Transportation Association" will institute 2D codes as well. In 2008 classical magnetic stripes on boarding passes that hold passenger data, will be replaced by 2D codes.

About NeoMedia's Gavitec AG - mobile digit

Gavitec AG- mobile digit, a NeoMedia Technologies company (OTCBB: NEOM), is a leader in development and distribution of mobile scanners and software for mobile applications. Located in Germany, Gavitec provides standardized and individual solutions for mobile marketing, couponing, ticketing and payment systems. NeoMedia Technologies, Inc. (USA) is the global leader in optically initiated wireless transactions, bridging the physical and mobile world with innovative direct to web technology solutions. To provide a robust high-performance infrastructure for the processing of optical codes, NeoMedia extends their offering with the award winning Gavitec technology. To learn more visit www.neom.com, www.neoreader.com, and www.mobiledigit.de



Press release

Take-off with Gavitec: Spanair Tests Mobile Plane Tickets



Spanair and NeoMedia's Gavitec, both members of IATA, test mobile plane tickets at two Spanish airports.

Press contact:

Zum goldenen Hirschen
Heiko Wiese
Tel: +49 30 61002 137
Fax: +49 30 61002 101
E-mail: wiese@hirschen.de

NeoMedia Technologies
William Hoffman
Tel.:+(678) 638-0460
Fax:+(678) 638-0466
E-mail: whoffman@neom.com

Gavitec AG – mobile digit
Virginie Wouters
Tel: +49 2405 4992230
Fax: +49 2405 4992299
E-mail: press@mobiledigit.de

