

MovieTickets.com Launches Paperless Mobile Movie Ticketing Program

Posted on: Mon, 11 Jan 2010 08:30:30 EST



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LOS ANGELES, CA, Jan 11, 2010
(MARKETWIRE via COMTEX) --

MovieTickets.com, the worldwide leader in advance [movie](#) ticketing, today announced a strategic relationship with Mobiqa, world leader in mobile barcode ticketing solutions. Together they will launch a paperless, mobile ticketing pilot program that will allow consumers to send their movie tickets directly to their mobile devices.

During the pilot, moviegoers who purchase tickets at [MovieTickets.com](#) for show times at participating Classic Cinemas theaters in Chicago will have a bar code sent to their mobile phones via SMS WAP Link, MMS or email WAP Link. The bar code, acting as a mobile ticket, will then be scanned at the theaters and will replace the existing paper tickets.

"The results of this program could certainly impact the future of movie going options," said Joel Cohen, executive vice president and general manager, MovieTickets.com. "The paperless system will streamline the ticket redemption process by making it easier for both moviegoers and theater staff."

"Classic Cinemas specializes in providing outstanding guest service at a value in our classic themed state-of-the-art theatres," stated Chris Johnson, vice president, Classic Cinemas. "We're thrilled to partner with MovieTickets.com to create a mobile ticketing process that incorporates the latest technologies for an efficient ticket buying process."

Mobiqa currently offers mobile movie ticketing at locations across Europe and Australasia.

For more information or to speak with a MovieTickets.com representative, contact Formula at (310) 578-7050 or via e-mail at casey@formulapr.com.

