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Features

MOVIES

CINEMAS

TECHNOLOGY & NEW PRODUCTS

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That's the ticket!

Sept 22, 2009



Film Journal International surveys the latest innovations and conveniences from the leading movie ticketing companies.

Fandango

Fandango, the leading moviegoer destination representing more than 16,000 U.S. screens, continues to extend its reach with a number of new applications. In March, the company introduced a free iPhone and iPod touch application, which has been downloaded more

than 2.5 million times. The iPhone app enables fans to access movie and theatre information "on the go," watch trailers, view fan ratings and buy tickets in seconds. It has ranked as high as number one among free entertainment applications in Apple's App Store.

In 2009, Fandango also developed ticketing and information applications for the Palm Pre, the Verizon Hub, DISH (an interactive TV application) and HP (for their Web-connected printer). On the mobile side, Fandango is "on-deck" with the three largest U.S. wireless carriers: Verizon, AT&T and Sprint. The company's mobile efforts helped Fandango rank as one of "The Top 5 Mobile Commerce Sites" in July, according to Nielsen/NetRatings. (www.fandango.com)

Mobiqa

Mobiqa, world leader in mobile barcode technology, recently launched their comprehensive mobile product suite specifically for cinemas and their customers. Mobiqa's innovative and convenient mobile services are designed to support film fans at every stage of their cinema-going experience.

Mobiqa's core products include mobi-ticket™ and mobi-coupon™—secure, barcoded tickets and coupons which offer significant benefits to both cinema operators and their customers. These include minimized queues at the box office; reduced printing, handling and distribution costs; increased coupon redemption rates, and a reduced carbon footprint.

Along with mobi-ticket™, Mobiqa offer pre-film services such as mobi-alert™, where cinema operators can use the mobile channel to communicate offers and new releases to their customers; mobi-web™, which enables the cinema's existing website to be clipped and optimized for display on a mobile device; and mobi-txt2buy™, which allows cinema-goers an additional channel to conveniently purchase their tickets using their phone. (www.mobiqa-cinema.com)

MovieTickets.com

MovieTickets.com, world leader in online movie ticketing, provides for an enhanced moviegoing experience. While on the go, you can access showtimes and ticketing from any Internet-enabled device at mobile.movietickets.com or from your iPhone at iphone.movietickets.com.

MovieTickets.com enables consumers to buy tickets online for movie screens across the United States, Canada, U.K and Argentina. Its elite collection of partner theatres consistently represents over 50% of the top 50 and nearly 50% of the top 100 grossing theatres in North America on any given weekend. The MovieTickets.com exhibitor group, which includes 160 theatre chains, is more than seven times the amount of its nearest competitor. (www.MovieTickets.com)