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Empire Theatres introduces mobile ticketing

Feb 8, 2010

Empire Theatres customers at 22 locations in Canada can now receive their movie tickets on their mobile devices as a text message.

Clicking a link in the message opens a barcode which is scanned by the usher. This method allows guests to skip the box-office line, saving time and paper.

The new service is available to ticket buyers at empiretheatres.com and empiretheatres.mobi who have a mobile device capable of receiving text messages and accessing the Internet. Empire guests interested in testing to see if the service will work on their mobile device can text TEST to EMPIRE (367473). They will receive a response text including a link; if they click the link and it works, they will see a confirmation message, letting them know the service is available to them. Mobiqa, a leader in mobile barcode solutions, is providing the mobile ticket and coupon service.

"We see mobile communications as being the most personal and convenient means of providing the information our guests desire in real time," said Dean Leland, Empire's VP of media and studio relations. "Our partners at Vortex Mobile and Mobiqa are helping us build a delivery mechanism and mobile strategy that will ensure the best possible execution and experience for our guests."

The mobile ticketing service builds on the text messaging platform that Empire Theatres rolled out in the fall. The platform, powered by Vortex Mobile, has already been used for contests and barcoded coupon promotions. "The promotions far exceeded our expectations" noted Leland. "For our inaugural barcoded mobile coupon, we were looking to meet the industry-average redemption rate of between five and 15%. Instead, the promotion yielded five times the participation that was forecasted and a redemption rate significantly above industry standards."

In addition to receiving quick access to showtimes and synopses (including the ability to search for theatres via city or postal code), visitors to the Empire site can also purchase tickets with Interac, credit card or Empire gift cards all available as payment options.

For more information on Empire's mobile initiatives, visit www.empiretheatres.com/mobile.