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## Etisalat partners with Mobiqa to offer mobile ticketing service in the UAE

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Etisalat today announced a strategic partnership with Mobiqa, specialists in mobile content optimisation, to bring mobile phone ticketing to the region.

As per the agreement, Etisalat will partner with Mobiqa to create future Mobile Ticketing applications, through Mobiqa's industry leading mobile bar coded ticket delivery technology. The solution will initially be offered to the entertainment industry in the UAE, and will enable Etisalat customers to purchase tickets for live entertainment shows and movies through their mobile device. Mobiqa's mobile ticketing service is already widely adopted across Europe and the US by a range of top cinemas, venues, ticketing software providers and airlines.

Commenting on the partnership, Abdulla Hashim, Senior Vice President, Business Solutions at Etisalat said: "Etisalat has always endeavoured to bring world class technologies in the UAE through strategic partnerships. Our association with Mobiqa, to create and offer advanced M-ticketing solutions to our customers, will offer convenience and value to our customers, and also reinforce our constant commitment to create newer technology avenues."

Mobile ticket delivery offers many benefits over traditional paper ticketing, with the most prominent benefit being convenience: customers no longer need to self print their paper tickets; neither do they need to spend time queuing at the box office to collect their tickets. Now customers can purchase tickets from anywhere and anytime.

"Mobile ticketing is now becoming the most popular application propelling the mobile commerce industry worldwide. mTickets not only offer convenience to the end customer, but a far more cost-effective sales channel to businesses. The solution is most popular for entertainment industry, cinemas, sports and live events organisers, and travel and tourism industry," added Mr. Hashim.

Mobile bar coded ticket delivery offers the ultimate customer experience in terms of convenience and efficiency. By providing cinemas and live events ticketing agents this functionality, customers are able to book tickets online via the web or the mobile web and opt for mobile delivery for their tickets. A barcoded ticket tailored specifically to the customer's mobile device model is then delivered using either a SMS web link, an Email web link or MMS delivery technologies. After receiving their ticket, customers then present the barcoded ticket at the cinema or venue to be scanned and validated before gaining entry.

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