

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Everyman Cinemas go mobile

Everyman Cinemas offer the ultimate cinema-going experience by turning to innovative mobile solutions.

CASE STUDY: Everyman Cinemas achieve high mobile uptake

On 9th May 2008, Everyman Cinema Club, London and the South East's premium cinema brand became the first cinema chain in the UK to roll-out mobile ticketing capabilities which allows their customers to receive cinema tickets straight to their mobile phone.

Everyman Cinema Club are working with Mobiqa and Vista Entertainment Solutions to provide the innovative service.

Everyman Cinema Club is not your conventional cinema. They offer services such as champagne receptions, acoustic sets and cinema talk sessions as well as screening world sport fixtures and films for young mothers with screaming babies. Mobile ticketing capabilities offer an added service to Everyman's versatile, lavish and

exciting customer-centric experience. Since the launch of the service, Everyman customers have been able to order and pay for their tickets online at www.everymancinemaclub.com and enjoy the convenience of having their ticket sent to their phone.



mobi-tickets™ are simple text messages containing a unique barcode and information about the film time, screen and seating. All customers need to do is present their ticket at the cinema where it is inspected by staff to allow entry.

Daniel Broch, Founder and CEO of Everyman Cinema comments,

"Innovation and creativity sit at the core of our brand. We are passionate about developing great initiatives that offer value added experiences to our customers and provide us with distinct points of difference; mobi-tickets deliver this vision. It's fantastic that since launch date, over 80% of customers reserving online with us are choosing to receive tickets delivered directly to their mobiles. The next innovation for us will be the launch of Everyman Mobile Ticket reservation facility allowing customers to reserve and pay from mobiles with full seat selection capability and immediate ticket receipt developed in conjunction with our partners, Vista."

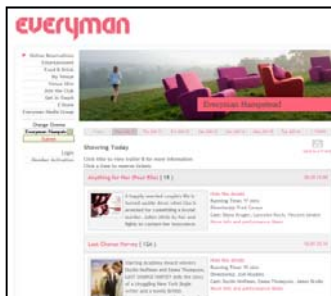
For more info visit: www.mobiqa.com or www.gettickets.ca.



Technology Overview

Receiving cinema tickets on your mobile phone device is a simple and very convenient process which has proved popular with Everyman's customers.

1.



Music fans wishing to receive a mobile ticket for their film buy their ticket on www.everymancinema.com and opt for mobile ticket delivery.

2.



3.



Mobiqua receives the customer's mobile phone information and using the core mobi-ticket platform, customers are sent a fully optimised cinema ticket straight to their phone.

The Everyman Cinema mobile ticket is a fully optimised and secure barcoded ticket which is scanned and validated at the entrance to the cinema to allow access.