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Features

MOVIES

CINEMAS

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Going mobile: Moviegoing at your convenience

May 12, 2010

Fandango

Fandango is rolling out its Mobile Ticket program, in which movie tickets are sent as barcodes to mobile phones, in eight markets around the country, with more markets to come. Moviegoers simply take their mobile phones straight to theatre ticket-takers, who scan the phones' barcodes, allowing customers to bypass the box-office windows and kiosks.

Fandango's Mobile Ticket works with most mobile carriers, and does not require a smart phone. The program is rolling out to more than 100 screens in the Reading Cinemas circuit. ([fandango.com](#))

Mobiqa

Mobiqa is unveiling its latest mobile innovations for the cinema industry: mobi-web™ and mobi-kiosk™. mobi-web™ enables a mobile version of key services on cinemas' websites to be optimized for access via browsers on a wide range of mobile devices. Customers are empowered to access up-to-date information on-the-go and complete a range of transactions away from the cinema, such as ticket purchase and delivery.

mobi-kiosk™ takes mobi-web™ to the next level in terms of customer convenience. After downloading a branded app to their smart phone, customers are presented with a dashboard of useful cinema-related services. Using this rich interface, customers can buy and retrieve their tickets, view special offers and check film times. ([mobiqa.com](#))

MovieTickets.com

MovieTickets.com lets moviegoers access showtimes and ticketing from any Internet-enabled device at [mobile.movietickets.com](#) or from their iPhones at [iphone.movietickets.com](#). As an added convenience, at select locations you can now choose to have your barcode ticket delivered directly to your mobile device, skip the line, and go straight to the ticket-taker.

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, including nearly 190 cinema chains, consistently represents over 50% of the top 50 and nearly 50% of the top 100 grossing theaters in North America on any given weekend. ([MovieTickets.com](#))