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Mobiqa case study

MustSee Mobile Tickets

MustSee Cinema Euroborg launch a complete mobile ticketing purchase and delivery solutions with MobiCodes.

CASE STUDY: MustSee Cinema Euroborg turn to mobile services.

In June 2009, Mobiqa's distributor in the Netherlands, Mobicodes, signed an exclusive deal with the innovative Dutch Cinema: MustSee Cinema Euroborg.



MustSee has the largest screen in the north of the Netherlands, with a capacity for 70 to 380 people. As well as screening all the latest blockbusters, this creative cinema company regularly holds additional events from toddler cinema to ladies nights.

MyOrder, providers of a free application for your mobile phone with which you can order and pay for your cinema tickets, and Rabobank are also involved in this exciting mobile ticketing initiative. MyOrder processes the ticket purchase activity via SMS Payment with Rabobank. This payment process works regardless of the bank and network provider allowing the widest possible audience access to MustSee Cinema tickets.

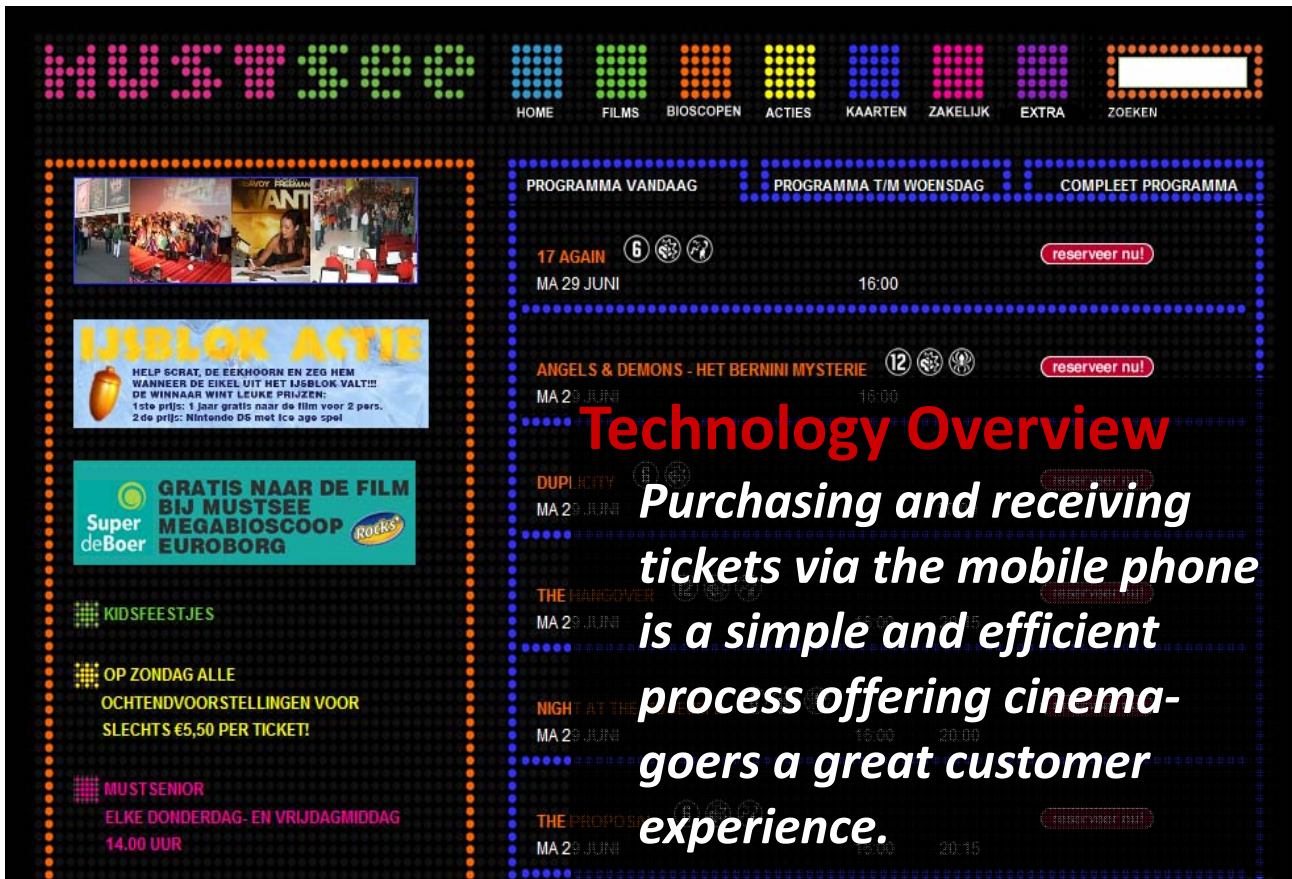
It is believed that mobile order and

payment services have a real future and that other companies will soon realise the potential and advantages of mobile ticketing.

Ron Smeets of the popular Dutch technology website; Mobile Cowboys comments, "I still believe this service is interesting for the NS (Dutch Railways) and other public transporters, amusement parks and taxis."



For more info visit: www.mobiqa.com or www.mobicodes.nl



1.



Cinema fans wishing to receive a mobile ticket for their film buy their ticket online www.mustsee.nl or via their mobile phone and opt for mobile ticket delivery.

2.



3.



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

The MustSee 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.