

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Village Cinemas Czech Republic.

Village Cinemas became the first cinema chain in Europe to offer the mobile ticketing service to film fans.



CASE STUDY: Village Cinemas offer convenient mobile delivery



In July 2007, Village Cinemas in the Czech Republic became the first cinema chain in Europe to

deliver and redeem tickets on customers' mobile phones. Since launch, Village Cinemas have reported the service as a great success which has proved highly popular with cinema-going customers.

Village Cinemas, together with their

strategic partner, operates over 1,000 screens around the world. The mobile ticketing for Czech Village Cinemas is run in conjunction with print-at-home ticket delivery. Customers are able to order their mobile tickets through the Czech Village Cinema website (www.villagecinemas.cz) where a text message containing a barcode and information about the film is sent straight to their phone. The mobile ticket is then scanned at the cinema to allow entry.

The mobile ticketing service has been an outstanding success with thousands of customers opting for

the service in the first months of its launch. 40% of all online ticket sales are now mobile tickets.

One cinema-goer commented, "It's just great that I don't have to stand in line and can have all my entertainment with me, now, as well as my music, I have my movie tickets in the phone too!. And to light up the phone with the ticket in the dark when you're always late to search for the seat is just cool."

For more info visit: www.mobiqa.com or www.villagecinemas.cz



Technology Overview

Czech Village Cinemas led the way in mobile ticketing for the cinema industry.

1.



Cinema ticketing platform is amended to ask the customer how they wish to receive their ticket; print, mobile, box office, kiosk collection etc

2.



The ticketing platform transmits the relevant data—barcode number, mobile phone make and model, seat number, name of film etc—to Mobiqua in XML format.

3.



Mobiqua send out the mobile ticket via SMS/ WAP/MMS or email. Their phone is scanned at the entrance to the cinema using a CCD imaging scanner linking to the original ticket database.