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Cell phone is ticket to movies and sport - DEX, Mobiqa and Computicket enter into agreement

Imagine a world in which you need never stand in a line again to buy tickets to the movies or sports events or arrive at the gate remembering you've forgotten your tickets at home. That world has just happened! Now moviegoers, theatre or sports lovers, or people wanting to attend any event can receive tickets directly on their cellular phones, eliminating the need to print, collect or process traditional paper tickets.

The South Africa IT company, Dex IT, and Mobiqa (Pty) Ltd have formed a strategic alliance with Computicket, the country's leading entertainment services company that will offer mobile ticketing facilities to the South African market.

A customer purchases tickets online and receives a barcode on a cell phone instead of collecting printed tickets at the box office. Entering the venue is just as quick and easy. At the door or gate the cell is simply scanned with a barcode reader to confirm the validity of the tickets. It is a highly efficient and user-friendly ticketing solution for customers with digital cellular phones, eliminating queuing to purchase tickets

"Mobile ticketing benefits both the customer and the venue," says Jans Wessels, Managing Director of Dex Data Technologies. "The major benefit to the customer obviously is the convenience factor, while the venue benefits from the elimination of some operational costs such as personnel and paperwork.

The venue has the assurance that tickets cannot be used more than once, gate control cannot be bypassed and tickets cannot be fraudulently created.

The venue management further has access to online real-time information regarding gate movement and entry numbers".

At the same time venues can communicate directly and interactively with their patrons via their cell phones, which can provide the operator with invaluable demographic and marketing information. Tickets can be sold right up to the very last minute and delivered instantly. Should the consumer accidentally erase the mobi-tickets they can be effortlessly cancelled and reissued.

Issued on behalf of: DEX IT

Contact person: Jans Wessels (Managing Director: DexData Technologies (Pty)
Telephone (011) 644-6549

Issued by: Fundi Communications (011) 888-1234

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