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m-Payment: Mobiqa Goes Into The Flicks

Submitted by [Mike Grenville](#) on Wed, 02 Aug 2006 08:42

Vista Entertainment Solutions, one of the world's leading cinema ticketing companies, is to integrate Mobiqa's mobile ticketing technology into its Vista Cinema Management system.

Cinema ticketing company [Vista Entertainment Solutions](#) is to integrate [Mobiqa](#)'s mobile ticketing technology into its Vista Cinema Management system. The formal announcement of the partnership will be made at the [International Association of Assembly Managers \(IAAM\)](#) conference in San Antonio later this week.

Vista's cinema management software is installed in over 20 countries around the world including the USA, Australia, UK, Hong Kong, India, Mexico, Germany and Kenya. The software is used by a range of exhibitors from single screen independent cinemas to circuits with more than 40 sites and 300 screens.

Mobile barcode tickets will be able to be sent directly from the Vista system and will be available to customers from the autumn.

Murray Holdaway, Chief Executive of Vista Entertainment Solutions said: "The integration of Mobiqa's solution with Vista is being implemented due to the level of interest in mobile ticketing being shown by our clients around the world. The ability to send mobi-tickets™ directly from Vista will provide a very convenient new delivery channel to cinemagoers, minimising queues at the box-office and automated ticketing machines. It will also streamline entry into the theatres, thus providing more time for customers to visit the concession stand and view promotions for up-coming events. "

"We see huge potential for mobi-tickets in the cinema environment" said Iain McCready, CEO of Mobiqa.

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