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Thursday, August 03, 2006

## News Item



### Cinema ticketing software partners with mobile ticketing platform

**Less queues mean more time spent on concessions, says supplier**

31st July 2006

*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.*

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.

The integrated solution, which will allow mobile barcode tickets to be sent directly from Vista, will be available this fall.

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 are very excited to be working with Mobiqa on this project, as their experience in mobile phone ticketing around the world is second to none."

Iain McCready, CEO of Mobiqa commented: "We are delighted to be working with Vista Entertainment Solutions, and see huge potential for mobi-tickets in the cinema environment."

Source/Author : **Press release**

Link : [www.mobiqa.com](http://www.mobiqa.com)

Venue Expo Europe is a three-day event for everyone involved in running sports and entertainment venues. This brand-new event will bring together our previous Stadia and Auditoria shows to unite buyers and sellers from across Europe to meet, network and negotiate.

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