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NEW TRENDS IN TICKETING

Clarity Commerce Solutions
Clarity has released new kiosk services to include product sales at the kiosk. This will allow customers to purchase products at the same time as tickets from Automated Ticketing Machines (ATMs). This is yet another tool to help customers add value to their guest experiences and increase their spending, all on the same state-of-the-art architecture as Clarity's ticketing and hospitality suite.

Fandango
Fandango, the nation's leading moviegoer destination, and Tellme, a Microsoft subsidiary, announced the addition of voice-activated movie information for mobile phones. Consumers will be able to simply hold down the "talk" button, say a movie title or local theatre name, and see showtimes, purchase tickets and get driving directions to the theatre, all from the phone's screen.

This exclusive Fandango service, using global positioning system (GPS) technology to deliver local information right to the phone's screen, is initially available on BlackBerry phones and will roll out on future versions of Helio Mysto phones.
In the year ahead, moviegoers will be able to obtain a similar service for their GPS-enabled cars, eliminating the need for typing searches in vehicles. The new service will give consumers the information, directions and communication capabilities they need in a faster and safer way.

Mobiqa
Mobiqa, leaders in mobile ticketing solutions, have successfully rolled out their mobile cinema ticketing service to several new venues in recent months. Customers of Village Cinemas Czech Republic were the first to take advantage of mobi-ticket when it launched last year at the Andel and Cerny Most multiplexes. The mobi-ticket service was so popular, it was extended for use at Prague's largest film festival, Febio Fest, that summer. Everyman Cinema Club, London's premium cinema brand, was the first chain in the U.K. to offer mobile ticketing to cinema fans at heir Hampstead venue, with further sites to follow. International adoption of cinema mobile ticketing was extended to Chile last month when Hoyts Cinema launched their mobile cinema ticketing service to the South American market. Film fans have commented on the added convenience of not having to queue at the box office for their tickets or having to remember or carry a paper ticket.

MovieTickets.com
MovieTickets.com, world leader in online movie ticketing, provides for an enhanced moviegoing experience. MovieTickets.com enables consumers to buy tickets online for movie screens across the United States, Canada and the U.K. The MovieTickets.com Exhibitor group, which includes 128 theatre

chains, is more than five times the amount of its nearest competitor. MovieTickets.com operates a voice-activated telephone ticketing service, enabling domestic moviegoers the option to easily purchase advance tickets by calling the toll free number 877-789-MOVIE.

MovieTickets.com operates multiple mobile applications, which allow users easy access to movie showtimes, and ticketing while on the go. Users on the go can perform searches by location, by theatre or by movie from any Internet-enabled device by visiting mobile.movietickets.com. iPhone users can visit iphone.movietickets.com for an optimized experience.

National Ticket
National Ticket announces the addition of plastic and laminated cards to their already extensive product line. Gift cards, customer loyalty cards, preferred-customer VIP and membership cards are just a few of the many cards they offer and are a cost-effective alternative to gift books. Cards are vailable with magnetic stripe or variable imaged with a barcode for better accountability and control. Other features include scratch-off, hologram, signature panel, embossing and thermal imaging. They're available in standard 2-1/8" x 3-3/8" (CR80) or multi-piece (key tags, luggage tags, calendars, schedules, postcards, parking tags) formats up to 7-1/2" x 4".

Omniterm
Bigger is not always better. Omniterm has released an economy-priced kiosk, the ABO3000, with a software package geared at retrieving tickets only. With the increased traffic of online ticket sales, Omniterm can help its customers and their patrons keep up with the demand.

The online ticket purchaser simply shows up, scans their print-at-home ticket or swipes their credit card, and presto! No wait, no line. With a movie ticket in hand, they can now head to the concession counter with ample time.

Design and quality are vital to launching a successful product. Omniterm's software and hardware products have proven themselves for the past 30 years. Their new Retrieval kiosk will showcase your theatre's innovation, help build brand equity and generate customer loyalty.

Radiant Systems
The Radiant K667 Indoor Kiosk is the newest member of the Radiant Systems' family of customer self-service open platforms, utilizing Intel's latest mobile technology. The energy-efficient Intel® Core™2 Duo or Celeron M processor offers outstanding performance and system responsiveness, but with lower power consumption and less heat for a more reliable design than standard desktop processors. Open Platform Highlights include: Standard Intel Architecture, multiple storage options, high-performance memory, multiple operating systems and OPOS drivers available for additional peripheral connectivity. The K667 kiosk utilizes a new 17" high-bright LCD display with proven touchscreen technology to provide a large display interface for customer interaction. The kiosk also incorporates a Boca SubATM ticket printer that prints event or cinema tickets on high-quality ticket stock.

Retriever Software
Retriever Customer Gateway is a versatile online tool that provides theatre management with real-time ticket sales and labor data through a secure URL. Check up-to-the-minute box-office totals and confirm staffing levels at multiple theatres in seconds from any online PC. The Gateway also provides a convenient gift card look-up; enter the customer card number for accurate usage history and current stored value.

Retriever's Corporate Module consolidates sales and configuration data from all theatres in the circuit in one central location. In addition to providing tiered security, the system now offers simultaneous access to multiple users.

Splyce
Splyce is a total venue management system: ticketing, POS, employee management, food, beverage and merchandise sales, revenue tracking and more. Ticketing is the heart of Splyce's business and they were pioneers in real-time ticketing. After nearly 15 years, their system today is very strong and is capable of processing a high volume of business. *The Dark Knight* was a very real test of their capability. Splyce contends that almost every online ticketing engine in the industry failed or crashed at some point during the rush for that film. But Splyce ran seamlessly because they were ready for it, the company asserts. Splyce continues to proactively step up its capacity and improve its system in anticipation of the next major release.

Ticketsoft
Moviegoers may now change their plans and receive a full refund with a mouse click. Ticketsoft software allows customers to refund their online ticket purchase up to one hour before showtime. With traditional online ticketing services, refunds are not allowed, and customer-service departments are often understaffed or unreachable.

"Plans for a night out at the movies can change for a variety of reasons, and online ticket buyers now have a 'No questions asked' option to receive an immediate refund if they cannot make it to the show," says Philip Wood, president. A secure link is sent in the order confirmation e-mail that allows a refund to be initiated by the customer from a web browser. The system works in open or reserved-seating environments.
Ticketsoft's end-to-end software is used in more than 120 theatres in the United States.

Vista
Vista MobileCinema allows customers to purchase tickets, look up showtimes, view film information, and check cinema bookings, all from their mobile phone. Built on the flexible Java framework, MobileCinema the application is quick and easy to use, as all program information is contained on the phone itself. Downloading the application is very easy, and usually takes no more than a minute or so. Vista MobileCinema is compatible with most newer-generation mobile phones (post-2004). MobileCinema is completely integrated with the Vista Cinema system and is a great way to boost your external ticketing sales, in an increasingly mobile environment.