

Mobiqa, Village Cinemas Czech Republic and Febiofest partner on mobile phone ticketing solution

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Mar 31, 2008 (TELECOMWORLDWIRE via COMTEX) – [VLRDY](#) | [news](#) | [PowerRating](#) | [PR Charts](#) – Mobiqa, a mobile phone ticketing company, Village Cinemas Czech Republic s.r.o, a cinema operator and a branch of Village Roadshow Ltd, will provide a mobile phone ticketing service for Febiofest, a film festival taking place from 27 March - 4 April 2008 in Prague, the Czech Republic.

According to the company, Mobiqa and Village Cinemas Czech Republic will provide mobi-tickets to film fans who opt for the service when booking their Febiofest tickets online, at <http://www.febiofest.cz>. Mobiqa will create a barcoded mobi-ticket, tailor it to the customer's mobile phone make and model and then send it to the phone in the form of a standard text message. The fans then have their barcoded ticket scanned at the entrance to the festival by Village Cinemas staff.

The mobile ticketing service reportedly offers the customers, the organisers and Village Cinemas a range of benefits over traditional paper ticketing. mobi-tickets help to increase sales as tickets can be sold right up to the last minute and customers do not have to queue up to collect them or worry about them arriving in the post. In addition, mobile ticketing helps to reduce distribution and operational costs and are more [environmentally friendly](#) than their paper counterparts.

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