



PRESS RELEASE:

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## **BLOCKBUSTING SUCCESS FOR MOBILE CINEMA TICKETS**

In July, Village Cinemas in the Czech Republic became the first cinema chain in Europe to deliver and redeem tickets on customers' mobile phones. Since the launch of this exciting and innovative technology, Village Cinemas have reported the service as a phenomenal success which has proved highly popular with their cinema-going customers.

Village Cinemas, together with their strategic partners currently operates over 1,000 screens around the world. Village Cinemas secured a deal with Vista Entertainment Solutions, global leaders in entertainment software, and Mobiqa, the world leaders in mobile ticketing solutions, to provide mobi-tickets™ to film fans as an exciting new service for their customers.

Mobile ticketing is running in conjunction with print-at-home method of ticket delivery. mobi-tickets are ordered through the Czech Village Cinema website ([www.villagecinemas.cz](http://www.villagecinemas.cz)) and they contain a barcode and information about the film time in a simple text message sent straight to the mobile phone. This process is very efficient with customers able to receive their tickets immediately after purchase. The mobi-ticket is then presented at the entrance to the screen and scanned by a member of staff to allow entry to the film.

mobi-tickets offer the customer a more convenient means of obtaining their cinema ticket as they no longer have to queue at the box office or the self-service

machines. mobi-tickets give the customer more time to spend at concession stands and help to reduce the operational and distribution costs of printing and handling paper tickets.

This mobile ticketing service has proved an outstanding success with over 5% of customers opting for this service in the first months of its launch. One cinema-goer commented, "It's just great I don't have to stand in the line and can have all my entertainment with me, now as well as my music I have my movie tickets in the phone too! And to light up the phone with the ticket in the dark cinema when you're always late to search for the seat is just cool. "

Tomas Palicka, General Manager of Village Cinemas Czech Republic comments, "We thought a long time about our online ticketing but simply hesitated to put in place traditional methods of picking up tickets such as kiosks or special e-ticket box offices which make you wait anyway. We wanted the ultimate solution to queuing and wanted to deliver in full the promise of online ticketing – hassle free, fast and simple service. mobi-tickets are just the only effective way to do this."

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**Note to Editors:**

**About Mobiqa**

Mobiqa are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at [www.mobiqa.com](http://www.mobiqa.com)

**About Village Cinemas**

Village Cinemas Czech Republic Ltd. was founded in 1999 as a branch of Australian Village Roadshow Ltd. Currently the company operates a 14 auditorium multiplex cinema at Andel that includes luxury Gold Class cinemas and an 8 auditorium cinema at Cerny Most in Prague capital. The Andel multiplex is the most modern and the biggest cinema in the country. The high quality of Andel multiplex was confirmed at Cannes in 2002 at the international commercial real estate tradeshow where the multiplex was awarded MAPIC Award for the best entertainment center in Europe.

**About Vista Entertainment Solutions** Vista is a world leader in cinema management software, with installations in over 30 countries including the United States, Canada, United Kingdom, Hong Kong, Mexico, India and Australia. The Vista software is used by a range of exhibitors from single screen independent cinemas to circuits with more than 100 sites and 1000 screens. Vista is available in English, Chinese, Spanish, French and Portuguese, with other languages available on request.

Vista is a highly flexible product having been developed with the needs of the worldwide exhibition community in mind. Vista's extensive product line covers Box Office, Concessions, Back Office, Online Ticket Sales and full Home Office function. The advanced functionality, proven reliability, as well as clean look and feel, have made Vista a leader in the cinema ticketing and concessions software market.

For more information please visit [www.vista.co.nz](http://www.vista.co.nz)