



**PRESS RELEASE: For Immediate Use**

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## **BARCODES FOR BLOCKBUSTERS AT VILLAGE CINEMAS**

Film fanatics will now be able to watch their favourite movies and see the latest blockbusters using their mobile phones to get into the cinema. Village Cinemas in the Czech Republic will be the first cinema chain in Europe to have the ability to deliver and redeem tickets on customers' mobile phones.

Village Cinemas, together with their strategic partners currently operates over 1,000 screens around the world. Village Cinemas has 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 goers as an exciting new service for their customers. Mobile ticketing capabilities will run in conjunction with the print-at-home and box office collection methods of ticket delivery.

Mobile tickets can be ordered through the Czech Village Cinema website [www.villagecinemas.cz](http://www.villagecinemas.cz) which is in both Czech and English versions. 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 almost immediately after purchase. This ticket is then presented at the entrance to the screen and scanned by a member of staff to allow entry to the film.

Tomas Palicka, General Manager of Village Cinemas Czech Republic comments, "This innovative project is a part of our long-term strategy to improve services and comfort for our movie goers. We hope the high quality and innovation of this

service will attract lots of customers to our cinemas that are used to shopping online and use modern technologies.”

For Village cinema customers, it is by far the most convenient way to receive a cinema ticket as it eliminates the need to print and remember traditional paper tickets or to queue up at the box office. Customers now have longer to spend at concession stands or they can go straight through to their screen, bypassing any ticket queues. For Village Cinemas, mobi-tickets reduce the costs involved in printing, handling and distributing paper tickets. They also provide a greener alternative, reducing the detrimental impact excessive paper usage has on the environment.

Derek Forbes, Regional Manager of Vista for Europe comments, “We are excited to be working with Village and Mobiqa to deliver this new cinema concept in the Czech Republic. Vista is committed to remaining the leader in technology solutions for the cinema industry worldwide. Mobile phones continue to increase in prevalence and utility, and their use in ticketing is a natural progression”.

Iain McCready, CEO of Mobiqa explains, “Village Cinemas are leading the way in evolving their customer service and offering film fans a more convenient and efficient way of seeing the latest movies. We’re really excited to be able to offer the very first mobile cinema tickets in Europe to Village Cinema’s customers and hope that they take full use of this innovative technology.”

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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. Mobiq's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiq is a private limited company headquartered in Scotland. Learn more at [www.mobiq.com](http://www.mobiq.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)