



PRESS RELEASE:

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## MOBILE MANIA: A FILM FESTIVAL FIRST

UK-based technology company Mobiqa, Village Cinemas Czech Republic and Febiofest, will create a film festival first by providing movie fans with an innovative mobile phone ticketing service for Febiofest, the largest film festival in the Czech Republic.

Situated in the new multiplex Village Cinemas Andel, Prague, Febiofest guarantees excellent screenings of full length films, distribution premiers, retrospectives and tributes. During the evening, Febiofest transforms itself into a widely attended and increasingly popular Febiofest Music Festival, showcasing world music, jazz, blues, avant-garde and alternative rock concerts in the multiplex.

Greatly adding to this diverse festival-going experience is the convenient and innovative mobile ticketing service for Febiofest fans. Mobiqa, world leaders in mobile ticketing solutions and Village Cinemas Czech Republic will provide mobi-tickets™ to film fans who opt for the service when booking their Febiofest tickets online ([www.febiofest.cz](http://www.febiofest.cz)). Mobiqa create a barcoded mobi-ticket™, tailor it specifically to the customer's mobile phone make and model and then send it straight to their phone in the form of a standard text message. The film fan then has their barcoded ticket scanned at the entrance to the multiplex by Village Cinemas staff where they are then free to enjoy the best that Prague's Febiofest has to offer.

This mobile ticketing service is very timely, coinciding with new, high profile research carried out by Juniper Research which estimates that 2.6 billion mobile tickets will be delivered to just over 208million mobile phone users by 2011. It predicts that mobile ticketing will be truly mainstream in just a few years and with this in mind, Village Cinemas is truly pioneering the movement.

The mobile ticketing service offers film fans, the organisers and Village Cinemas numerous benefits over traditional paper ticketing. mobi-tickets™ help to increase sales as tickets can be sold right up to the last minute. Tickets are delivered immediately after purchase so customers don't have to queue up to collect them or worry about them arriving in the post. Mobile ticketing helps to reduce distribution and operational costs and are more environmentally friendly than their paper counterparts. Organisers and venues can track attendance at the event automatically and in real-time and the barcoded mobi-ticket can also double-up as a coupon or voucher at concession stands making the service a truly versatile, efficient and convenient means of entry.

Thanks to Febiofest's broad overview of the latest and best cinematography from around the world, high quality screenings and famous guests, every year the festival's exceptional programme draws large, curious and appreciative audiences of all ages and receives much critical acclaim, not to mention the interest of local distributors. Now Febiofest can add to its many accolades for being the first film festival to harness the power of mobile and lead the way into next generation ticketing.

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**Note to Editors:**

**Febiofest runs from 27 March – 4 April 2008.**

**About Mobiqa**

Mobiqa are 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 35 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 Czech Republic:**

Village Cinemas Czech Republic s.r.o. was established in 1999 as the branch of Village Roadshow Ltd. Of Australia. The company currently operates an eight-screen multiplex in Prague, Černý Most and in the entertainment center in Černý Most, and the most modern multiplex in the Czech Republic in Prague-Smíchov at Anděl City, which is the largest in the country with its 14 screens and 2300 seats. The quality of the new Smíchov multiplex has been proven by the jury at the International Fair of Commercial Buildings, MAPIC in Cannes, France, where it was declared the Europe's commercial building of the year in 2002 in the category of entertainment. In the following years Village Cinemas Czech Republic also intends to extend its network of multiplex cinemas in other cities in the Czech Republic.

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