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**m-Payment: Ski Resorts in Chile Take M-tickets**

Submitted by Mike Grenville on Mon, 10 Aug 2009 12:01



Chile's first mobile ski pass initiative has been launched by Mobiqa partner Asicom Mobile Solutions with Movistar Nieve.

Apparently the convergence of the three valleys of the Andes; El Colorado, La Parva and

Valle Nevado means Chile boasts the largest skiable surfaces in South America. Skiing and snowboarding fans looking to access these ski resorts can now do so using their mobile phone. Skiers can log onto [www.movistarnieve.cl](http://www.movistarnieve.cl), purchase their Movistar Nieve ski pass, input their mobile phone details and request a mobile ticket.

Once the purchase is complete, customers immediately receive their ski pass on their mobile phone in the form of an MMS, SMS or WAP message. Their M-ticket contains a scannable barcode and accompanying information all in a standard message which can then be scanned to allow access to the slopes.

Purchasing a Movistar Nieve M-ticket offers a special 20% discounted price and as well as removing the need to print out the ticket, it saves skiers having to queue up at the ticket office at the ski resort to purchase or collect their ski passes.

The launch of M-ticket for Chile's top ski resorts follows the success of mobile ticketing for live events and exhibitions held at the Movistar Arena – Chile's largest live events venue using Mobiqa's m-tickets.



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