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Mobile barcodes on the piste

Mobile barcode specialist Mobiqa has made life easier for Chilean skiers by helping Movistar Nieve to launch the country's first mobile ski pass initiative covering the largest ski fields in South America.

Skiing and snowboarding fans looking to access the world-class ski resorts in the El Colorado, La Parva and Valle Nevado valleys in the Andes can now do so using their mobile phones. Skiers can purchase a discounted ski pass online, input their mobile phone details and request a mobile ticket. The pass is sent in the form of an MMS, SMS or WAP message. This M-ticket contains a scannable barcode and accompanying information all in a standard message.

The M-ticket from Movistar Nieve holds many benefits for skiers as they are able to take advantage of a special 20% discounted price. M-ticket is also more convenient as customers don't need to find a printer to print out a paper ticket and they don't need to queue up at the ticket office at the ski resort to purchase or collect their ski passes. M-ticket is also the greener option, helping to reduce unnecessary paper usage.



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