

# Mobiqa case study



## Ice Hockey: First for mobile tickets.

*MindUp and Billet24 offer the first mobile ticketing service for ice hockey matches with Stavanger Oilers.*

### CASE STUDY: Stavanger Oilers mobile tickets.

On 1 March 2007, Mobiqa Norwegian partners, MindUp, worked with Billet24 to provide mobile tickets for ice hockey matches with the Stavanger Oilers at the Oiler's home ground; Siddishallen.

The first event where mobile tickets were used for an ice hockey match was Stavanger Oilers vs. Storhamer and it proved a huge success.

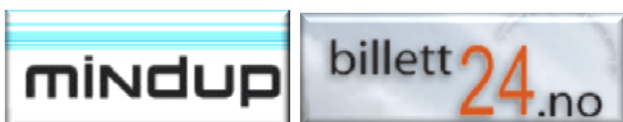
MindUp worked with Billet24 who

are behind the ticketing systems for many Norwegian hockey clubs, local theatres and Norway's third largest amusement park, Kongeparken.

The popularity and success of mobile ticketing has resulted in a proposed roll-out of mobile ticketing capabilities for further venues in the coming months.

Gunner Liknes, Operations Manager, Billet24 commented on the mobile

ticketing service for the Stavanger Oilers, "The match went really well for both the Stavanger Oilers and the ticketing system. There were more than 1,700 spectators and all of them had to get their tickets scanned at the entrance. Both the spectators and the crew were very satisfied with the tickets and everything went according to plan."





## Technology Overview

*Ice hockey fans received a secure barcoded ticket for their Stavanger Oilers matches.*

1.



Ice hockey fans wishing to receive a mobile ticket for the Stavanger Oilers matches pay and register their mobile phone details on the billett24 website.

2.



MindUp receives the customer's mobile phone information and using Mobiqu's mobile ticket technology, customers are sent a fully optimised ticket straight to their phone.

3.



The mobile ticket is a fully optimised and secure barcoded ticket which is scanned and validated at the entrance to the venue to allow access.