

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Mutua Madrileña Madrid Masters Tennis

The Madrid Masters chose BPO and Mobiqa to power mobile tickets for their final event at the Recinto Ferial Casa de Campo



CASE STUDY: Mobile Ticketing for the Madrid Masters

Mobiqa and their distributor in Spain; Mticket, teamed up to offer tennis fans the opportunity to see Nadal defend his Madrid Masters title against the likes of Murray, Karlovic, Nadal and Federer by gaining entry into the courts using their mobile phones.

Fans wanting a more convenient means of receiving their tennis tickets could opt for mobile delivery after purchasing their tickets online at www.mutuamadridmastersmadrid.com. After purchase is complete, the

customer receives their mobile ticket direct to the phone as a unique, barcoded text message. As well as a secure barcode, the ticket contains information about the match and seat numbers. The barcoded ticket is scanned by staff at the entrance of the arena to allow access to the court.

The Madrid Masters, held in October 2008 was the first time in the world that mobile ticketing has been used for a tennis tournament.

Rafa Banis, Mticket Managing

Director comments, "Little by little in Spain we are introducing this new technology for concerts, cinemas and professional fairs; but it is at large scale and successful sporting events like the Madrid Masters where the audience will become familiar with the comfort and reliability that this mobile ticket service provides them. We hope it will soon become a permanent and regular service at these kinds of events."

For more info visit: www.mobiqa.com or www.bpo.es.

MADRID



Technology Overview

Receiving tickets on your mobile phone device for the Madrid Masters offer added convenience to the match-day experience.

1.



Tennis fans wishing to receive a mobile ticket for the Madrid Masters register their mobile phone details on www.mutuamadridmasters.com website.

2.



3.



mTicket receive the customer's mobile phone information and using Mobiqa's mobile ticket technology, customers are sent a fully optimised Madrid Masters ticket straight to their phone.

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