

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study

O₂ wireless festival 2007
o2wirelessfestival.co.uk

O2 Wireless Festivals 2005 - 2008

Mobiqa have provided mobi-tickets™ for O2 Wireless Festivals for over 4 years.

mobiqa
mobile barcode solutions

CASE STUDY: O2 Wireless Festivals 2005 - 2008

In 2005, Mobiqa and O2 held 11 separate events using mobile tickets for VIP Blue Zones, 11,000 mobi-tickets™ were sent out. This service was provided at six O2 'Parties in the Park', four O2 Wireless Festival concerts in Hyde Park, London and the O2 Scrum in the Park in Regents Park, London, with each event having a capacity of 30,000 people.

In 2006 a world record 20,000 mobi-tickets™ were issued, it was the largest event in the UK to use mobile tickets. The festival was held over 5 days in

London and 2 days in Leeds, with headline performers such as James Blunt, The Who and Massive Attack. Mobile tickets were also available exclusively to O2 subscribers who wanted access to O2's Blue Room - a VIP area set aside for O2 customers and friends.

After setting a world record in 2006, O2 doubled their sales of mobile tickets for the O2 Wireless Festival in 2007 with a record £200,000 worth of mobile tickets being sold. The festivals were held in London and Leeds and

featured 4 days of live music including Faithless, The White Stripes and Kaiser Chiefs.

O2 Wireless took place in one of the capital's green spaces and is committed to making the festival greener across the whole organisation, in this frame of mind, mobile tickets were the perfect solution as they dramatically reduce paper usage.

For more info visit: www.mobiqa.com



Technology Overview

Music fans were able to register and receive their O2 Wireless tickets straight to their phone.

1.



Customers texted a keyword to a shortcode or registered on O2's website to get their tickets for the O2 Wireless Festival.

2.



3.



The ticketing platform transmits the relevant data—barcode number, mobile phone number, handset make and model to Mobiqua in XML format.

The O2 Wireless mobile ticket is a fully optimised and secure barcoded ticket which is scanned and validated at the entrance to the venue of the Bluerooms to allow access.