



PRESS RELEASE:

29 May 2009

## **PAYLOGIC STARTS WITH MOBILE TICKETS!**

Paylogic, the fastest growing ticketing company in the Netherlands, has set their focus on delivering tickets to their customers' mobile phones. Paylogic is convinced that the market today, more than ever, is ready for mobile phone tickets. Soon, event goers who purchase their tickets through Paylogic, will only need their mobile phone to gain entry. The mobile tickets are scanned quickly and easily at the venue.

Paylogic has signed a partnership with MobiCodes to provide the technology for mobile tickets. MobiCodes is the exclusive Benelux distributor of Mobiqa Ltd., world leaders in mobile barcode solutions (tickets, coupons, boarding passes, loyalty cards etc.). Their Optimizer technology is patented worldwide and provides the best scanning results. MobiCodes distinguishes itself further in the market by delivering the largest handset database available today.

"Mobile Tickets are not new, but the use of them is growing rapidly internationally," says Arnold Cornelis, Managing Director of MobiCodes. "This also applies to other applications of mobile barcodes, such as discount coupons and vouchers for retailers. Our cooperation with Paylogic leads us into a market which is growing rapidly worldwide. "

"The Dutch market is just recently fully ready for mobile tickets", says Jan Willem van der Meer, Commercial Director of Paylogic. "This is the perfect time for Paylogic to powerfully push the service into the market. Besides mobile ticketing, there are also several other mobile marketing tools available to our event partners. Mobile is an important channel within the multichannel philosophy of Paylogic."

Several customers of Paylogic, including UDC (Dance Valley), Sneakerz, Circuit Park Zandvoort, Disco Brains, SlamFM, WATT Rotterdam and Amsterdam RAI have responded enthusiastically to this new service and have stated they will offer it to their visitors.

How does it work?

Visitors receive a digital ticket on their mobile phone by SMS that includes a 2D barcode. This barcode serves as the actual ticket and after scanning at the entrance, access is permitted. The benefits of mobile ticketing are numerous: the Mobile Ticket is always at hand, there is no printer needed which is convenient and environmentally friendly, also it is very cost efficient and you can book tickets right up to the last minute, but above all it is very convenient and user friendly.

**Note to Editors:****About Paylogic**

Paylogic was launched in June 2006, this innovative ticketing system has signed up many large event organizations over the past year. Paylogic distinguishes itself with facilitating ticket sales straight from the event organizers website, its full service approach and the very affordable prices. Paylogic now offers next to online ticketing also physical ticket sales. Paylogic is part of Accepté BV, an innovative IT company founded in 2005, with 60 employees located in its offices in Groningen and Amsterdam. Beginning 2007, Accepté BV involved the strategic investor Van den Ende & Deitmers ([www.endeit.nl](http://www.endeit.nl)). Paylogic has the following partners in its customer base: UDC, FCA, Circuit Park Zandvoort, Amsterdam RAI, Art of Dance, X-Sense, Chemistry, Black Cross, The Matrixx, Disco Brains, Millionaire Fair, Hed Kandi, Paaspop, Zenith, Circus Renz, Kamasutra Fair and many others. For more information see: [www.paylogic.nl](http://www.paylogic.nl).

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**About Mobiqua**

Mobiqua are world leaders in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqua's patented barcode technology is available on six continents and in over 40 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at [www.mobiqua.com](http://www.mobiqua.com)