

PRESS RELEASE

Haarlem, donderdag 15 april 2010

Haarlem based Patronaat is first Dutch stage to go live with mobile tickets!

HAARLEM – Haarlem based music stage Patronaat, in cooperation with ticketing partner Paylogic, will be the first Dutch stage to start offering mobile tickets to concertgoers. Mobile tickets are tickets that are sent straight to your mobile phone. No more tickets left inside pockets of jackets at home or e-tickets that can't be printed out due to malfunction or empty toner cartridges. With mobile tickets these problems are a thing of the past. The mobile phone is the only thing concertgoers need to bring for their events at Patronaat. Easy, convenient and good for the environment!

How does it all work?

When buying your ticket online you can select the option 'mobile tickets'. Just fill in your mobile details and when the online purchase is successfully finished (via iDeal or creditcard), the tickets will be sent straight to your phone as a text message. MobiCodes (Mobiqa's) patented Optimizer technology is able to deliver tickets with a barcode to over 4000 different models of mobile phones. Nearly all today's available phone models are suitable to use this service. At the entry, the visitor shows their barcoded ticket, it will be scanned and when it's valid, admission is granted!

As well as receiving tickets on your mobile phone Patronaat will, in cooperation with local retailers and sponsors, offer discount coupons and attractive offers to concertgoers in the near future.

After successfully introducing e-tickets and the launch of their iPhone application 'iPatro', mobile tickets is the next logical step to Patronaat in serving their customers. By offering mobile tickets Patronaat is anticipating high increased use of the mobile phone.

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