

WORLD  
LEADERS IN  
MOBILE  
BARCODE  
SOLUTIONS

# Mobiqa case study



## Red Bull Railstorm

*Red Bull's urban snowboarding competition in Trafalgar Square offered innovative mobile entry for snowboarding fans.*

**mobiqa**  
mobile barcode solutions

## CASE STUDY: Red Bull Railstorm Urban Snowboarding Competition



On 20 November 2005, snowboarding fans gained

access to the Red Bull Railstorm Urban Snowboarding Competition using tickets sent to their mobile phone.

A mobi-ticket™ was the only way to gain access to Red Bull Railstorm and the only way to get a ticket was to register your mobile details into a ballot on [www.redbullrailstorm.co.uk](http://www.redbullrailstorm.co.uk).

Once the ballot was decided, Mobiqa generated and simultaneously delivered the ticket - a unique

barcoded ticket to each successful applicant using its bulk-send utility. The ticket appeared on the phone as an SMS message.

On the day of the competition, spectators arrived at Trafalgar Square and had their mobile ticket scanned at the entrance by Red Bull 'Energizer' staff using handheld scanners. mobi-tickets™ were verified using Mobiqa's offline redemption application.

Red Bull were delighted with how smoothly the event went and the ease with which tickets were redeemed, resulting in the rapid

entry of the 8,000 capacity crowd. An extra 500 people gained access on the night. Any event has a percentage of 'no shows' but Mobiqa's technology ensured no tickets were wasted. Mobiqa set-up a text responder whereby the crowd of fans at the gate could each send a text to a shortcode requesting an unused ticket. Delivery was made in seconds allowing these fans to enjoy the show.

To find out more go to [www.mobiqa.com](http://www.mobiqa.com) or [www.redbullrailstorm.co.uk](http://www.redbullrailstorm.co.uk)



## Technology Overview

*Fans were able to gain access using their mobile phones with 'no show' tickets reallocated in real time.*

1.

Customers registered their mobile phone details on [www.redbullrailstorm.co.uk](http://www.redbullrailstorm.co.uk) and entered a ballot for tickets.



2.

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



3.

Mobiqa send out the mobile tickets by SMS/MMS/WAP Link/WAP Push to the customer's mobile phone.



4.

Snowboarding fans takes mobile phone to the entrance and it is scanned by Energiser staff.



5.

DS6608 scanners linked to the original ticketing platform are used to complete validation.

