WORLD LEADERS IN MOBILE BARCODE SOLUTIONS

Mobiqa case study

BACARDI B-LIVE go Mobile.

Mobiqa's Thai partners; Mobile Solutions offer mobile tickets to music fans attending the exclusive BACARDI B-LIVE event

CASE STUDY: Mobile ticketing for BACARDI B-LIVE

On the 12 May 2007, the BACARDI B-LIVE event in Thailand offered their customers a convenient mobile ticketing delivery service for their exclusive events.

BACARDI B-LIVE is a 25 country event, delivering one-of-a-kind , cutting edge music parties featuring an eclectic mix of talented artists. Thailand is unique in offering gig-goers an extra special concert experience as it was the first time ever that mobile phone tickets were used for a concert in this country.

Mobiqa and their Thai partners; Mobile Solutions, supplied BACARDI B-LIVE with mobile ticketing capabilities for the event. Music fans were able to see the country's leading artists and DJs by receiving tickets to the event on their phones.

Mr Sompong Choakpibulkam of Bacardi (Thailand) Ltd said, "BACARDI B-LIVE in Pattaya is part of Bacardi's international musical extravaganza and features cutting edge music. Mobiqa's mobile ticketing is exactly what we wanted, a cool innovative solution in tune with today's mobile generation."

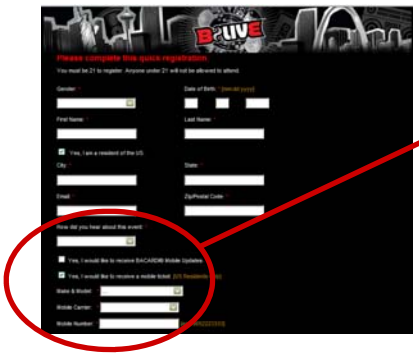
John Charlesworth, MD of Mobile Solutions comments, "It's great that a major international brand like Bacardi is the first to fully embrace the concept of mobile ticketing in Thailand. We believe that paperless ticketing is the way of the future here. We want to eventually move payment onto the mobile so you can get SMS alerts about an up-coming event, buy and receive tickets via your phone and simply show the mobile ticket to gain access."

For more info visit: www.mobiqa.com or www.bacardiblive.com

Technology Overview

Receiving tickets on your mobile phone device for the BACARDI B-LIVE events is a simple and very convenient process which adds that little something extra to the gig-going experience.

1.



Music fans wishing to receive a mobile ticket for the BACARDI B-LIVE events, register their mobile phone details on the B-Live website.

2.

Mobile Solutions

mobiqa
mobile barcode solutions

Mobile Solutions receives the customer's mobile phone information and using Mobiqa's mobile ticket technology, customers are sent a fully optimised BACARDI B-LIVE ticket straight to their phone.

3.

The BACARDI B-LIVE mobile ticket is a fully optimised and secure barcoded ticket which is scanned and validated at the entrance to the venue of the music event to allow access.