

- [Home](#)
- [World](#)
- [US](#)
- [UK](#)
- [Europe](#)
- [Asia-Pacific](#)
- [Middle East & Africa](#)
- [Americas](#)
- [International](#)
- [economy](#)
- [Brussels briefing](#)
- [News headlines](#)
- [News in depth](#)
- [Business](#)
- [Markets](#)
- [Markets data & tools](#)
- [Industries](#)
- [Lex](#)
- [Comment & analysis](#)
- [Technology zone](#)
- [Your money](#)
- [Arts & Weekend](#)
- [Sport](#)
- [Jobs & education](#)
- [In today's FT](#)
- [Site services](#)

[World](#) / [UK](#)

[Print article](#) | [Email](#)

[Search & quotes](#)

Edinburgh Festival debut for mobile phone tickets

By Mark Nicholson in Edinburgh

Published: August 3 2003 20:23 | Last Updated: August 3 2003 20:23

Edinburgh's festivals swung into riotous action over the weekend, with one debut in particular likely to make an international impact: the act of receiving a paperless ticket on a mobile phone.

At selected fringe, international and book festival events this year, festival-goers have the option of ordering tickets that will be transmitted, like a text message, direct to their mobile phones in the form of a barcode.


Members of the audience can then turn up at events and avoid long queues at the box office by pulling up the barcode on their mobile's display, which will be swept and validated with a supermarket-like laser at the venue.

Nokia and Orange, the mobile phone companies that are co-sponsoring elements of the fringe festival, are boldly claiming that the new ticketing system could "mark the end of paper tickets for ever".


The technology for these "mobi-tickets" has been created by Mobiqu, an Edinburgh-based start-up company. Michael Anthony Jackson, its commercial director, said the company had been pioneering mobile ticketing since late last year.

Since then the company has also won the support of Glasgow's SECC exhibition centre, which is integrating "mobi-tickets" into its entire box-office operation.

However, the Edinburgh festivals will be the biggest and most public demonstration to date of mobile ticketing, for which venues need have only a computer, an internet connection and a basic laser scanner. The barcode is thus scanned at the venue, instantly checking it off against online details of the ticket purchase.

- [News](#) [Quotes](#)
- [Power search](#) 
- [My portfolio](#)

Editor's choice

- [Edinburgh Fringe:](#)
- [Dodging the duds](#)
- [E-Science Centre:](#)
- [Grid computing to bus timetables](#) 

Email & tools

- [News by email](#)
- [Personal office](#)
- [Download news ticker](#)
- [Currency converter](#)

Research tools

- [Analyst reports](#)
- [FT Research Centre](#)
- [Free annual reports](#)
- [Market research](#)
- [Growth companies](#)
- [D&B business reports](#)

- [FT Reports](#)
- [Creative Business](#)
- [FTfm](#)
- [FT-IT](#)
- [World reports](#)

[Special reports](#)

Mr Jackson says that apart from eliminating the hassle of paper tickets, the system can also guard against touting and forgery. Though barcoded tickets could be forwarded to other phones, any re-sent message would not bear the original sender's visual identifier with the barcode - the little name at the top of the phone display that says who sent the message. Any re-sent barcode would be instantly spotted on arrival at the venue.

[Columnists](#)

- [Martin Wolf](#)
- [Lucy Kellaway](#)
- [Quentin Peel](#)
- [Amity Shlaes](#)
- [Gerard Baker](#)

Mobiqa is not alone in pioneering mobile barcodes in the UK, which leads Europe in developing the technology. At least two other British companies, Barcode Connexions in St Albans and iCoupon in London, are trialling technologies with big brands and supermarkets. Mobile barcodes are seen as having a wide range of uses in security and ticketing and with customer loyalty programmes.

[Discussions](#)

- [Iraq's WMD: Was war justified?](#)
- [EU referendum](#)
- [UK house prices](#)
- [China's economic growth](#)

"At the moment we're used to taking our wallet, phone and keys out with us. It's not too far off to imagine a time when we'll need only the phone," says Marc Lewis of iCoupon. "By the middle of next year you'll be able to use your phone to save money on groceries, buy cinema and maybe air tickets. I don't think its too much of a stretch to see that happening."

[Partner sites](#)

- [Business.com](#)
- [Hoover's Online](#)
- [Chinese.FT.com](#)
- [Les Echos](#)
- [FT Deutschland](#)
- [Recoletos](#)
- [Vedomosti](#)
- [CBS MarketWatch](#)
- [Investors Chronicle](#)

 [EMAIL THIS](#)  [PRINT THIS](#)  [MOST POPULAR](#)

 = requires [subscription](#) to FT.com

[Home](#)

[World](#) | [Business](#) | [Markets news](#) | [Markets data & tools](#) | [Industries](#) | [Lex](#) | [Your money](#) | [Comment & analysis](#)
| [Reports](#) | [Arts & Weekend](#) | [Sport](#) | [Jobs & education](#) | [In today's FT](#) | [Media inquiries](#)

[Contact us](#) | [Help](#)

© Copyright [The Financial Times](#) Ltd 2003. "FT" and "Financial Times" are trademarks of the Financial Times. [Privacy policy](#) | [Terms](#) | [Advertising](#) | [Corporate](#)