

Coming soon. . . concert tickets on your mobile

A hi-tech new system allowing fans to get into pop concerts using their mobile phones is being introduced at Glasgow's SECC.

The venue is the first in the world to use the technology which will revolutionise box offices and could mark the end of paper tickets for ever.

It works by sending a unique barcoded ticket - called a mobi-ticket - to handsets. Tickets can even be bought from a mobile phone and delivered instantly.

On the night of the gig the code is checked at the venue simply by waving the phone's display over a supermarket-style scanner.

And even if the mobi-ticket is accidentally wiped from the phone, or at worst the entire mobile phone lost or stolen, the ticket can be cancelled and a new one issued.

Bosses also say the system is fraud-proof. The SECC system will be up and running in a few weeks in time for fans of Atomic Kitten, Blue, Christina Aguilera, The Rolling Stones and Westlife to take full advantage of it.

More than 500,000 tickets were sold for SECC events last year and bosses are investing 11,000 in the mobi-ticket system.

General manager Alan Hood said: "The younger concert-goers are fluent in texting as one of their main means of communication.

"The technology is designed to be fast, easy and fraud-proof.

"It gives us an edge and brings the business of ticketing right into the 21st Century. "Paper tickets are definitely not being phased out and are here to stay.

"The mobi-ticket just provides an alternative, using technology many customers are very familiar with.



"It minimises the risk of losing tickets or an anxious wait for the post. We are confident many will soon see mobi-ticketing as their preferred option."

ATOMIC KITTEN: their concert could be among first to use the new mobi-tickets

Michael Anthony Jackson, commercial manager of Edinburgh company Mobiqua which developed the technology, said: "Mobi-ticket has benefits over paper tickets. It can increase sales because seats can be sold right up to the last minute.

"Tickets are delivered immediately, the distribution and operational costs fall and it is cheaper than printing and posting the ticket to the customer. "There is no need to queue at the box office to collect tickets and customers do not have to worry their ticket will not be delivered in time or lost in the post.



"There is no need for panic if the mobi-ticket is lost since it can be easily reissued at no extra cost. "And hopefully it will reduce touting as mobi-tickets can't simply be transferred like a paper ticket. "It's a common-sense approach."

When the system is up and running customers will be able to buy mobi-tickets over the phone or on the SECC website.

The ticket barcode can be forwarded to other mobiles but only one person can use the code to gain entry to an event.

MOBI-TICKETS: will be used to get into gigs