



Glastonbury needs mobile tickets says Mobiqa

Tickets which are sent as bar codes to your mobile phone via text messaging (SMS) are the future, according to Ronnie Forbes, a director with Mobiqa. His company's technology allows entry tickets to be sent to the purchaser's mobile handset as a bar code. The system therefore dispenses with paper based documents entirely. This also makes it very hard for ticket touts to purchase tickets and resell them for a profit. Mobiqa made its name by supplying this technology to Edinburgh's famous cultural festival. To date, its major success has been an all-mobile 8,000 ticket event. However, Forbes says that plans for Glastonbury to introduce a system where ticket holders need proof of identity to match their ticket will fall flat. The process will be too unwieldy, he says. By contrast, most Glastonbury attendees will possess mobile phones. That is until they lose their handset like we did last year!

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