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## Red Bull selects Mobiqua for mobi-ticket event

[Telecomworldwire](#), [Nov 16, 2005](#)

TELECOMWORLDWIRE-16 November 2005-Red Bull selects Mobiqua for mobi-ticket event(C)1994-2005 M2 COMMUNICATIONS LTD <http://www.m2.com>

Red Bull has selected Mobiqua, a mobile ticketing and mobile couponing solutions company, to provide mobi-tickets for a snowboarding event in London, UK, in conjunction with PNC Telecom.

The tickets will be issued as SMS messages to fans in advance of the Red Bull Railstorm snowboarding contest on 20 November in Trafalgar Square, which is expected to draw a crowd of around 8000 people. Fans of snowboarding can register online for the free tickets - tickets will be sent as a unique barcode to mobile phones and the mobi-tickets will be scanned at the event to allow entry.

The event is one of the UK's first to provide all ticketing via mobile phone - only those with a mobi-ticket will be given entry. Red Bull said the mobi-ticket system enables tickets to be distributed almost immediately and avoids the risk of tickets being lost in the post, thrown away in error or not arriving in time, and provides event managers with greater flexibility.

Some 33 professional snowboarders from more than ten countries are competing at the snowboarding rail contest for a GBP30,000 cash prize - tickets are available via [www.redbullrailstorm.co.uk](http://www.redbullrailstorm.co.uk).

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