



[Ticketing.org Homepage](#)

## Discussion Forum

**HOME**  
Return to bulletin board homepage

**REGISTER**  
Join now to post replies

**USERS**  
Show bulletin board users

**SEARCH**

**FAQ**  
How to use this bulletin board

Username:

Password:

**LOGIN**

Save Password

[Forgot your Password?](#)

[All Forums](#)

[Ticketing.org.uk](#)

[Bulletin Updates](#)

[Mobiqa wins awards and Ticketmaster deal](#)

[New Topic](#) [Reply to Topic](#)

[Printer Friendly](#)

**Author**

**Topic**

[admin](#)

Posted - 12/07/2006 : 18:09:22



United Kingdom  
112 Posts

Mobiqa, innovative Edinburgh company developing tickets for mobile phones, has won the prestigious NMA (New Media Age) Special Award for Innovation for its 'mobi-pass', and this follows on their May win of Best Messaging Application at the 160 Characters third annual Global Messaging Awards, the only industry awards that are 'solely dedicated to mobile messaging' (I didn't make that up).

And after Ticketmaster tried out Mobiqa's delivery service to mobiles for The O2 Wireless Festivals in London and Leeds, it is now offering the service to users of Ticketmaster throughout the UK, enabling customers to receive event tickets on registered mobile phones. The MobileTicket service will send ticket buyers an SMS containing a unique barcode that is valid for entry to events. The barcode, which is valid for the full number of tickets purchased, can be scanned at the venue point of entry when all ticket holders arrive at the event.

One claimed bonus is increased security. UK managing director of Ticketmaster UK, Chris Edmonds said: 'MobileTicket will enable us to make ticketing even more secure and deter touts and counterfeiters, through its secure delivery and unique barcode validation capability.' Ticketmaster plans to integrate this technology into their mainstream ticket delivery channels so purchasers can browse Ticketmaster.co.uk for an event, make their booking, and receive their tickets, all through a mobile phone.

With the obvious success of Orange Wednesdays for the cinema, there is increased interest in what 'mobile ticketing' could do for the performing arts, especially in terms of special offers and 'last moment' sales. Active Media, who provide the technology to drive Orange Wednesdays, and also work with Virgin Mobile on promotions for music events, are looking for partners in the rest of the arts and entertainment industry, such as theatre. As Mobiqa have found, it is not the technology that counts but the business solution.

[www.mobiqa.com](http://www.mobiqa.com)

[www.activemediatech.com](http://www.activemediatech.com)