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Sexy technology for a sexy party

Mobile barcode tickets, supplied by local solutions supplier, Mobicode, allowed guests at the recent FHM 100 Sexiest Women in the World 2006 Party, sponsored by AXE, to gain prompt and easy access to the event by having the 'mobicode' scanned directly from their mobile phone screens.

In addition, the same mobicode was scanned at the bar, allowing the guests to enjoy their first drink on *FHM* and again at the exit to get a complimentary copy of the *FHM 100 Sexiest* magazine.

"The Mobicode offering is a great example of the new type of easy-to-use, convenient and timesaving services becoming available from your mobile phone. Sending a mobicode to a mobile phone offers many benefits: it is hassle-free with no paper to handle or misplace. It is also cheaper than printing or mailing tickets and coupons and it allows the precise tracking of usage," says *FHM* publisher Kim Browne.

According to Mobicode MD Ian Burgess, the *FHM* event demonstrated the flexibility and power of the Mobicode offering. "This was all tracked in real time and was provided at a fraction of the cost of traditional solutions," he adds.

Mobicode recently launched its flagship service into the South African market whereby companies can deliver barcoded tickets, coupons and vouchers to mobile phones via SMS.

[21 Jun 2006 12:01]

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