

# Products



## Tickets to Mobile Phones via tickets.com

Mobiqa, the world leader in mobile ticketing and mobile coupon solutions, announced a significant deal with Tickets.com at the recent 2006 Venue Management Association Congress - Asia Pacific. The global ticketing giant will offer Mobiqa's mobile phone based 'Mobi-tickets' at major venues and events throughout the Asia-Pacific region.

Using Mobiqa's technology, Tickets.com will offer tickets as unique barcodes to mobile handsets, providing a secure ticketing solution that will greatly streamline the entry and exit process to and from concerts, exhibitions and events.

Commenting on the deal, Ian English, Asia Pacific Managing Director of Tickets.com said, "Mobi-tickets make perfect business sense for our customers. They offer a great alternative to paper tickets which give venues much greater flexibility - particularly for last minute ticketing - and the ability to improve their customer service. Our initial implementations have given us very positive feedback."

The mobi-ticket uses SMS or MMS technology to deliver unique bar-code tickets to the mobile phone of the purchaser. Upon arrival at the venue, be it for sports, exhibitions, concerts or conferences, the barcode is quickly and efficiently scanned, saving a hunt for lost tickets and eliminating touting and forged tickets.

Commenting on the deal, Iain McCreedy, Chief Executive of the Scottish-based company stated, "we are delighted to be working with Tickets.com to provide the benefits of Mobi-tickets to their clients. Feedback from around the world shows huge benefits for the venues and great feedback from the ticket purchasers."

**For details contact 02 8536 4500,  
Email: salespty@tickets.com**

## SEATED IN THE DARKNESS

Having ensured that their stairways were easily navigated in dark and light conditions by installing ecoglo, staff at Westpac Arena in Christchurch, New Zealand recently turned their attention to getting patrons successfully seated.

With ecoglo's step nosing and handrail system already achieving the objective of highlighting a pathway in a darkened venue with multiple configurations, the next phase was to reduce the need for usher intervention by designing and installing a photoluminescent (PL) row, aisle and seating block identification system.

Richard Maffey Director of Operations and Client Services for venue operator the Vbase Group explains that the arena experience and the psychology of human behaviour necessitates this type of application; "patrons coming to an event, perhaps for the first time, are a little overawed by what they see once they pass into the arena itself. In a total blackout situation - commonplace in the opening acts of concerts - latecomers not only struggle to get their bearings, they are also very keen to find their seats! The safety angle is covered by the glowing handrail and footfall combination."

Maffey had to find a solution to the concept of displaying seating information successfully in a venue where the operations staff are constantly aware of the constraints of unimpaired sightlines, blackout and multiples of seating combinations. The solution was to adhere ecoglo Section Numbers and Aisle/Seat Block Numbers onto the floor in the aisles of the arena.

The ecoglo numbering products are specifically designed for this kind of floor based installation with a special coating applied to ensure long lasting durability and washability.

Another specification laid down by Maffey was that no PL application could be seen by the performers from the stage. "The installation looks fantastic when the lights are out, which is of course when it performs its best, and yet stage performers are not distracted by the guidance system - nor indeed are any of the audience."

PL was applied to the Westpac Trust's angled stair railings in continuous strips for additional safety on access stairways and in designated disabled seating areas.

The Westpac Stadium is the largest covered indoor arena in New Zealand and seats up to 9,000 people in its various settings.

**To find out how ecoglo can illuminate your facility contact ecoglo on 03 348 3781 (in New Zealand) or 1800 005 179 (in Australia), www.ecoglo.com.**

**ROW MM SEAT 20-25**

## MessageNet provides ticketing gateway with Mobiqa

Leading Australian mobile messaging solutions provider MessageNet is to partner with Mobiqa, the world's largest supplier of mobile tickets, coupons and vouchers, in the Australian market.

Mobiqa, which already has a presence in 28 countries and six continents, has just won a major deal with Tickets.com to provide its mobile phone based 'mobi-tickets' at major venues and events throughout the Asia-Pacific region, including Australia.

MessageNet will be providing the gateway, and the sales and distribution channel, for Mobiqa to deliver its range of products throughout the Australian market.

Commenting on the announcement, MessageNet commercial director Stuart Wait said, "the deal was driven by direct feedback from the market that there was a major push across Australia by events companies and venues to offer consumers the ability to have concert and other event tickets sent, directly to their mobile phones".

"It's a much easier process for events organisers and consumers, and is really taking the world by storm," he said. "MessageNet is delighted to be partnering with Mobiqa as mobi-tickets are rapidly becoming the preferred method for issuing tickets for major events in many overseas markets."

**For further information, contact Stuart Wait, Commercial Director of MessageNet on 03 8517 8000,  
Email swait@messagenet.com.au**

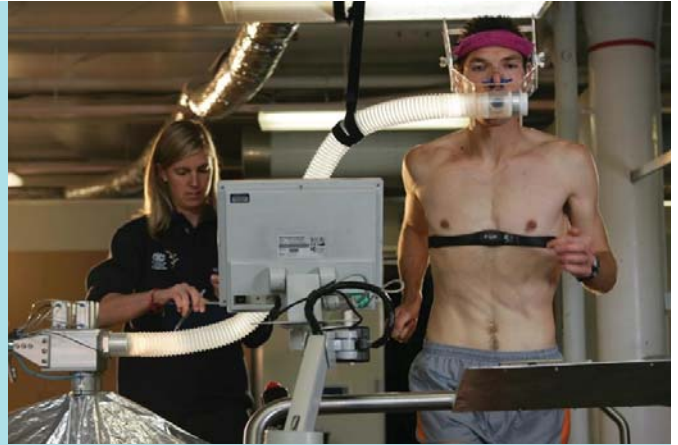
## Winning Formulas from the AIS Applied Research Centre

A new era for the Australian Institute of Sport (AIS) and its Applied Research Centre (ARC) has arrived with the ARC being registered as a fundraising project with the Australian Sports Foundation; enabling donations in support of the program to attract tax deductibility.

The AIS has a long history of involvement and success in scientific and medical research designed to identify and give Australian athletes an edge over our international opponents. A key role in this success of the AIS to date has been the ARC who invest in the areas of physiology, psychology, biomechanics, physical therapies, nutrition, performance analysis, strength and conditioning and medicine - all specifically aimed to help our Australian coaches and athletes.

Over its 25 years of existence, the AIS and ARC has been involved in developing a number of technologies that have put Australia at the forefront of international sport, including the ground breaking research in the erythropoietin (EPO) drug detection study, which resulted in the first-ever blood-based drug test being implemented at the 2000 Sydney Olympics.

Australians can now invest in Australia's sporting future by downloading the AIS ARC donations form at [www.ais.org.au/research/donate](http://www.ais.org.au/research/donate).



## Computronics LED Displays for Mounties

The recently opened Mounties M1 Gym at the Mount Pritchard (Sydney) community club is fitted with the latest Computronics LED Displays.

Computronics worked with project manager Fitwork and designer Quattro Design on this project, which comprises a number of LED displays.

### Vertical LED Columns

The 2.5 metre single line vertical LED columns are featured on the bottom two images with 100mm high characters in blue LED. The

operation team at Mounties, programs the signs to display class times and venue information.

### LED Wrap Around

The custom built wrap around single line LED sign is featured on the top image with 100mm high characters in red LED.

The operation team at Mounties programs the sign to welcome patrons, inform and promote venue activities.

User-friendly Computronics PC software controls the displays, allowing scheduling and various visual effects.

**For further information regarding this project contact Computronics on 1300 888 506, [www.computronics.biz](http://www.computronics.biz)**



## New Members Resource developed and sponsored by Ezypay

Over the last six months FitnessNZ has received an increasing number of requests from clubs in New Zealand for a membership contract/agreement that can be used between the club and their members. As a result, FitnessNZ is to start work on a new project to develop both a model membership agreement, and also develop information outlining the various options available for common issues such as freezing and transferring.

As a starting point, FitnessNZ has asked clubs to share what they presently use, both as a membership agreement, and also what freezing and transferring policies they use. The purpose of asking for agreements and policies is to enable FitnessNZ to better gauge what clubs presently have in their agreements, so that the new model agreement covers as many clubs needs as possible.

To send in the required information, clubs can email agreements (in word or pdf formats) along with any freezing and transferring conditions to [fnz@fitnessnz.co.nz](mailto:fnz@fitnessnz.co.nz) or fax them to 0800 248 348.

This information will be used to make a new membership agreement that will be checked by lawyers for compliance to legal requirements and then made available for all clubs to use. Any information sent to FitnessNZ remains confidential and will not be disclosed to third parties.

Development of the new resource will be sponsored by Ezypay.