



news 

## American ticketing co goes mobile

**UNITED STATES** The latest company to adopt Mobiqu mobile phone ticketing technology is San Diego-based SeatAdvisor, which has clients across North America, the Caribbean, Europe, Australia and South America.

Mobiqu is one of the leading companies in the field of transmitting virtual tickets to mobile phones in the form of bar codes, that are recognised at the box office on bespoke terminals.

SeatAdvisor will now integrate Mobiqu's technology into its SeatAdvisor Box office (SABO) system.

"SABO has proved itself the ideal solution for the live event ticketing market and our clients quickly realised the need to offer consumers the added convenience of mobile ticket delivery," said SeatAdvisor president/CEO Brent Miller. "We are excited to be working with Mobiqu to offer this service as they have established themselves to be the leader in this space."

Speaking from its UK headquarters in Edinburgh, Scotland, Mobiqu CEO Iain McCready adds, "We are pleased that SeatAdvisor has chosen to work with Mobiqu. Our solution is the perfect fit for their strong European and US client base."

Subscribe  
online at:  
[www.audience.uk.com](http://www.audience.uk.com)