



New mobile ticketing service allows smaller events to compete

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For Immediate Release:

A new mobile phone ticketing service launched this week means organisers of smaller events needing an effective ticketing solution will now be able to offer an effective paperless ticketing system.

Matt Eliason from PlusOne Marketing, said while mobile ticketing was not new and the technology had been proven, up until now it had only been offered in a way that was accessible to the big players.

He said PlusOne's new service now meant that smaller event organisers could implement the paperless ticketing technology in a simple way through a supply of all elements needed for implementation.

"What we have created is a turnkey solution that allow both small and large event organisers to utilise mobile ticketing simply and effectively." Mr Eliason said.

"It is a total solution that includes an online credit card payment gateway that makes it easy for event participants to buy tickets online."

He said phone details were gathered on the payment site and the ticket was sent to the nominated phone as soon as the credit card payment had been cleared – usually within two minutes.

At the event the required software could be loaded onto an internet connected computer or a laptop could be supplied for the duration of the event as part of the service.

"For events where internet connections are hard to wire up, a mobile data card would allow connection to the ticket database anywhere there was mobile phone reception," Mr Eliason said.

"The bundle is rounded off with the supply of a compatible scanner."

The technology, developed by Scotland-based Mobiqa, has been used successfully around the world and in Australia for large events through the events own payment gateways.

However it was the integration of the entire process into an easy to use bundle that had kept it out of reach of ticketed entry events such as festivals, shows, performances and cultural events.

The technology could also be used for non-payment barcode delivery for free events.

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