



## News

### 'Mobi-ticket' on song for Murrayfield

Mobiqa, the company specialising in mobile phone ticketing, has agreed a deal with Murrayfield Sports and Leisure Ltd (MSL) that will give fans the opportunity to buy 'mobi-tickets' for concerts at the venue this summer.

'mobi-tickets' are unique bar-coded messages sent to a mobile phone and are redeemed at the venue by simply scanning the mobile's display with a standard scanner.

MSL's Managing Director, Dean Lewis, said: "We want to make it as easy and convenient as possible for people to come and enjoy some of the world's biggest acts at Murrayfield Stadium this summer and youngsters in particular won't go anywhere without their mobiles nowadays so this is the perfect route for us to take."

Mobiqa's technology is also delivering solutions in the rail sector and Chiltern Railways are to expand a trial where 6,000 'mobi-tickets' were bought in a month.

Chiltern Railways Commercial Director, Neil Micklethwaite said: "Our mobile phone ticketing pilot has been very successful from a technological point of view, but more importantly, it has proved very popular with our passengers, with over 99% telling us they would recommend it to a friend."