



## TICKETS FOR THE MOVIES, COUPONS FOR BEER – COMING TO A PHONE NEAR YOU SOON

Queuing for cinema tickets is not a great start to an evening's entertainment, but it could soon be easier and straightforward. Mobiqa has signed a deal with Vista Cinema Solutions, who provide ticketing systems for many of the world leading cinema chains include Vue and Cineplex.

The deal with Mobiqa will allow Vista to offer mobile ticketing ability to cinema goers which allows their cinema tickets to be sent directly to their mobile phone. Mobi-tickets offer a convenient new delivery channel for the cinema, minimising queues at the box-office and automated ticket machines.

Using mobi-tickets will also help to streamline entry into theatres providing more time for customers to visit concession stands and view the promotions for upcoming events.

Murray Holdaway, chief executive of Vista Entertainment said, "The integration of Mobiqa's solution with Vista is being implemented due to the level of interest in mobile ticketing being shown by our clients around the world. We are really

excited to be working with Mobiqa on this project as their experience in mobile ticketing is second to none."

In another new deal, Mobiqa is working with O2 to deliver an exclusive free beer promotion for O2 customers who attend Arsenal games at the newly opened Emirates stadium.

Supporters who are also O2 customers can text a request for a voucher which is delivered straight to their phone. The mobi-voucher, which is sent to the first 1000 fans, contains a unique barcode and information about the free beer promotion.

The customer simply presents the mobi-voucher at the bar where it is scanned and verified by the bar staff.

Nick Harford, partnership manager, Arsenal FC said, "We're excited to be working with our long-term partner O2 and Mobiqa in order to run this promotional campaign at Emirates Stadium. The venue is one of the most technologically advanced in Europe and the use of mobile technology and mobi-vouchers will compliment the state-of-the-art facilities very well."

Iain McCready, chief executive of Mobiqa said, "Mobile barcode technology offers excellent opportunities as a modern marketing channel and we are really excited to be working with our partners to utilise this channel within one of Europe's most impressive, modern buildings in offering mobi-vouchers to O2 customers."

In other recent deals, Mobiqa has supplied its mobile ticketing system for a secret Mobson Canadian Rocks Revealed concert in Toronto. To gain a ticket to the concert, fans had to guess the band based on clues. Winners had a pair of tickets sent directly to their phone.

The company has also delivered a very successful iPod promotion with Finnish partners FuriVision for phone company TeleFinland. The promotion for a discount on the players was printed on phone bills and met with a huge response. Customers who were interested received the discount voucher straight to their mobile phone. The campaign was hugely successful and led to a large increase in sales and will be repeated in the run up to Christmas.

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