

Techno Tickets For Murrayfield Concert Goers

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People attending concerts at Murrayfield Stadium this summer will have the opportunity to benefit from the very latest in mobile phone ticketing technology.

Gone are the days that concert goers need a delicate piece of paper to gain entry to a gig, now they can simply scan their mobile phone to see world class acts at Scotland's world class stadium.

Murrayfield Sports and Leisure Ltd (MSL), the company with exclusive rights to host live events at Murrayfield Stadium, has teamed up with Mobiqu,

the world

leaders in mobile phone ticketing, to offer customers this easier option.

'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.

"mobi-tickets are also a cheaper option as the delivery charge is just £2." 'mobi-tickets' help to reduce touting, can be delivered immediately and losing a mobi-ticket is no cause for alarm as they can be cancelled and re-issued effortlessly.

Mobiqa's Chief Executive, Iain McCready, said: "As an Edinburgh-based company it is fantastic that we can implement mobile ticketing so close to home and at one of Scotland's most famous venues. We're really excited to be offering mobi-tickets as a more convenient form of ticketing to MSL's customers and hope that they take full advantage of this innovative service."

The first summer concert 'mobi-tickets' are available for what is expected to be the best Friday night out in the world, ever! 'Party on the Pitch' sees three of the world's best tribute bands - Bjorn Again, The Bootleg Beatles and Killer Queen – performing together on May 11th.

To book a 'mobi-ticket' call our hotline on 0871 230 1872 and ask for a ticket by text or visit www.murrayfieldlive.com, click on 'Party on the Pitch', select 'Buy Tickets' and click on 'Tickets by Text'.

Source: Mobiqa