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## **Mobi-tickets to replace paper tickets at Murrayfield**

Paper tickets could be consigned to the dustbin of history if other venues follow the lead of Murrayfield Stadium in Edinburgh, which is introducing mobile phone ticketing from this summer.

Events company Murrayfield Sports and Leisure (MSL) is using technology from mobile ticketing specialist Mobiqua to introduce the 'mobi-ticket' barcode text message option for gigs at the venue.

Mobi-tickets provide unique secure bar codes that can be sent via text or MMS to a mobile phone and displayed onscreen for scanning by a barcode reader. It's a cost effective way for venues to distribute tickets and can help reduce touting, according to MSL's Managing Director, Dean Lewis. Tickets that get lost can also be easily re-issued via text.

The first gig at Murrayfield to offer mobi-tickets is the Party on the Pitch tribute-band special on May 11th. Tickets are available by calling 0871 230 1872 or by visiting [www.murrayfieldlive.com](http://www.murrayfieldlive.com).