

News

Ticketmaster in mobile roll-out

WORLD Scottish telecoms developer Mobiqua has secured a worldwide contract to provide Ticketmaster (TM) with a mobile phone ticketing service.

The Edinburgh-based company has been trialing the technology, which allows a secure barcode to be sent to the ticket purchaser's handset, at selected UK events since 2002. The barcode is then recognised by a scanner at the entrance to the show.

Following the successful sale and management of £200,000 (\$403,000) of mobile phone tickets at the UK's O2 Wireless Festival this year, Mobiqua's software platform has now been fully integrated into Ticketmaster.com, under the name MobileTicket.

Announcing the move, TM UK MD Chris Edmonds says, "We

pride ourselves on investing in and delivering the next step in ticketing to consumers and Mobiqua, as a leading innovator of mobile solutions, were the obvious partner to help us deliver our mobile ticketing service."

According to Mobiqua CEO Iain McReady, getting scanners in place at venues is the only issue which prevents TM offering the MobileTicket option for all its shows. "We have them at the O2 in London and Croke Park in Ireland and expect to be rolled out into all the key music markets within the next nine months."

Mobiqua already runs "mobile fulfillment" applications in 35 different countries and numbers McDonalds and the UK's Chiltern Trains among its clients.



Chris Edmonds



Iain McReady