



10 July 2008

Mobiqa initiates m-ticketing service in Czech Republic

Mobile ticketing services provider Mobiqa teams with Eastern Europe's ticketing company Ticketportal to allow Superbike and MotoGP fans to use their mobile phones as a ticket in order to attend the World Superbike Championships and the Czech Grand Prix at the Automotodrom Brno, Czech Republic.

Those who want to attend the two events on 20 July and 15 August can purchase their tickets via Ticketportal's website. After buying the ticket online, they receive on their mobile phone a barcoded text message along with event information. The mobile ticket is scanned at the entrance to the Brno circuit. Mobile tickets help reduce operational and distribution costs for the event organisers and they are considered more environmentally friendly than their traditional paper counterparts.