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## **Mobiqa: World First: Advantage Mobile' At The Mutua Madrilea Masters Madrid; Mobile Phone Tickets For The Madrid Masters Heralds A World First For Tennis Ticketing As The Tournament Is Held For The Last Time In Recinto Ferial Casa De Campo**

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Text Box: The social and sporting prestige of the Mutua Madrilea Masters Madrid is more than enough to attract the crowds but this year not only sees the Madrid Masters tournament held for the final time at the Madrid Arena (Recinto Ferial Casa de Campo), it is also the first Tennis Tournament in the world to offer fans the chance to receive the tickets to see their favourite players in action using just their mobile phones.

UK based Mobiqa, world leaders in mobile ticketing technology, and Mticket, Mobiqa's exclusive partner for Spain, have teamed up to offer tennis fans the opportunity to see Nalbandian defend his Madrid Masters title against the likes of Murray, Karlovic, Nadal and Federer by gaining entry to the courts using their mobile phones.

Those wanting a more convenient means of getting their tennis tickets can opt for the mobile option when buying their tickets online at [www.mutuamad-mastersmadrid.com](http://www.mutuamad-mastersmadrid.com). The fan opts for mobi-ticket and their ticket is sent to their mobile phone. mobi-ticket contains a unique barcode and information about the match, the barcode is scanned at the entrance to the Madrid Arena staff to allow tennis fans into the grounds.

The Madrid Masters in October is the first time in the world that this innovative mobi-ticket technology from Mobiqa and Mticket has been used at a tennis tournament. mobi-ticket offers tennis fans and event organisers numerous advantages over traditional paper tickets including instant delivery and increased sales as tickets can be sold right up to the last minute. mobi-tickets also reduce distribution and operational costs as well as touting because they can't simply be transferred like a paper ticket. Fans can take advantage of the added convenience of the ticket being sent straight to their phone and organisers have the opportunity to use the entry ticket as a coupon or voucher for food at the venue with this versatile mobile ticketing technology.

Rafa Banus, Mticket Managing Director adds, "Little by little in Spain we are introducing this new technology in concerts, cinemas and professional fairs but it is in a large scale and successful sport event like the Madrid Masters where the audience become familiar with the comfort and reliability that this service provides them. We hope it will soon become a permanent and demanded service in these kind of events".



Note to Editors:

About Mobiqua

Mobiqua are world leaders in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon

promotions. Mobiqua's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at [www.mobiqua.com](http://www.mobiqua.com)

About Mticket

Mticket, provides the Spanish market a full range of ticketing services for transport, leisure events (sports events, concerts, cinemas,...), professional fairs, and more. Mticket provides solutions for sale of tickets, management of accreditations, access control (software and hardware), etc.

CONTACT: Sam MacDonald, Office Manager, Mobiqua  
T: +44 (0)131 668 4256  
F: +44 (0)131 667 7935  
E: [sam@mobiqua.com](mailto:sam@mobiqua.com)  
W: [www.mobiqua.com](http://www.mobiqua.com)

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