

Mobile Marketing Magazine

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ClicknPrint Hooks Up wth Mobiqa for Mobile Tickets



Mobile ticketing solutions company [Mobiqa](#) has signed an agreement with [ClicknPrint Tickets](#) that will see many of North America's top theatres, arenas, theme parks, festivals, air shows, museums and sporting events offer a leading-edge mobile phone ticketing service to their customers.

ClicknPrint customers already enjoy the convenience of print-at-home ticketing at all of the company's events. Now those same events can accept ticket barcodes sent directly to the buyer's mobile phone. Tickets can be bought online, over the phone, or at the box office, and the buyer never has to wait in line or wait for tickets to arrive in the post.

ClicknPrint clients will be able use the scanners currently provided and no additional equipment or expenses are necessary to start accepting mobile tickets. Ticket buyers will have instant access to air shows, renaissance fairs, professional golf tournaments, attractions, auto racing, music festivals, theatres, and many other venues and events across the US and Canada.

mobi-tickets employ MMS and WAP technology and contain a unique barcode, barcode number and accompanying information for seating, entrance information and start times. mobi-tickets help to reduce lines, are more eco-friendly and can also carry extra content such as a coupon or voucher for food and drink at the venue. The ClicknPrint version of the mobi-ticket also contains a digital signature that is unique to each event, which the companies say will make duplication and fraud practically impossible.

"Mobile ticketing is a natural fit for ClicknPrint and keeps us at the forefront of ticketing technology" says Michael Patrick, Vice President of Business Development at ClicknPrint. "Our secure 2-D barcode fits perfectly on a cell phone screen and since we provide scanners to virtually all of our clients as part of our service, it is a natural fit for our events."