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### Spanish tennis deal for Mobiqa

Edinburgh mobile ticketing specialist Mobiqa has won a deal that enables fans to buy tennis tournament tickets via their mobiles for the first time ever.

Visitors to the Mutua Madrileña Masters in Madrid in October can use their phones to book tickets thanks to Mobiqa's technology. The event is a historic one as it is being held for the final time at the Madrid Arena (Recinto Ferial Casa de Campo).

Mticket - Mobiqa's Spanish partner - are offering tennis fans the opportunity to see David 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.mtuamad-mastersmadrid.com](http://www.mtuamad-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.

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."

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