



NEWS RELEASE

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PRIMAL SCREAM AND ITS TECHNOLOGY TEAM

Imagine a day when the fashion conscious rock fan can dispense with the humble ticket and use a mobile phone to get into a gig. Thanks to mobile technology specialist Mobiqa, specialist e-commerce development company MercuryTide and music promoter, Regular Music, this is a reality for Primal Scream fans who want to attend the band's gig in Edinburgh on 16th December. These fans will be the first in the UK to be able to purchase an 'm-ticket' online, which is then delivered instantly to their mobile phones.

Ronnie Forbes, Director of Mobiqa said:

"We are using the Primal Scream concert as a trial, but the outcome I'm sure will show gig goers how they could potentially use a mobile phone to purchase and store tickets, and get into concerts using Mobiqa's m-ticket technology. I'm sure this method of purchase will become standard as mobile phones are pretty well ubiquitous in the UK."

The system is beautifully simple. Fans log on to www.regularpresents.com, request tickets for the concert and complete the fields as with a normal ticketline website (including name, address, credit card number AND mobile number). Once the transaction is cleared, the concert ticket, in the form of a bar code, is instantly delivered to the applicants' mobile phone (as a picture text message). The message contains the ticket number, represented by the barcode, and details of the band, venue and start time. All the applicant has to do is save the message and turn up on the night with the phone, where the door staff will scan the barcode with a standard scanner. It's all very easy and very quick.

The barcode technology has been developed by Mobiqua, a leading player in MX, the international industry alliance for mobile and wireless businesses. Mobiqua's skill is in transforming the unique ticket number into a barcode image, which itself is converted into the picture message before transmission to the target mobile phone.

David McBride of Regular Music, promoter of the Primal Scream concert said:

"The instant delivery of the m-ticket means it will address many of the issues that we face with queues, security and the admin that surrounds the paper ticket. Most importantly, because the bar-code is unique, it will reduce the problem we have with ticket touts. As the allocation of paper tickets is reduced, I don't see how the touts can stay in business selling mobile phones with m-tickets. The fan will no longer be exploited.

It's not usual to see promoters working with wireless technology companies, but this is a fantastic solution for the music business."

The technology has many spin-off benefits for concert goers and promoters alike. For example, late availability tickets can be promoted, delivered and redeemed electronically via mobile messaging. Unsold seats can be promoted at the last minute, with the ticket delivered instantly to the mobile phone. This overcomes problems of last minute ticket distribution through existing channels. Given their size, paper tickets are often misplaced or forgotten, the mobile phone is an essential item of kit these days, so it is much less likely to go missing before the gig.

Web designer, Colin Usher of Junior Jet Club introduced Mobiqua and its 'm-ticket' concept to Regular Music. He then brought in MercuryTide's e-commerce ticket sales technology and it took all four companies just three weeks to provide this simple but highly effective solution to ticketing nightmares.

ENDS

For more information please contact
Ronnie Forbes, Mobiqua, 0131 225 3141
ronnie@mobiqua.com

Shehnaz Bharwani, Great Circle, 0131 225 4646
naz@greatcircle.co.uk

ABOUT MOBIQA

Headquartered in Edinburgh, Mobiqa provide mobile phone, barcode solutions for ticketing, retail coupons, logistics/proof of delivery and access control.

Mobiqa provide an advanced wireless messaging platform which supports complex data types such as barcodes and tickets in addition to the basic **SMS** and **EMS** message types including text and picture messages. **MMS** message support will also be launched shortly.

ABOUT MX ALLIANCE

MX is an alliance of companies that specialise in the invention and delivery of services, applications and solutions via mobile devices. Members recognise that they operate within a complex eco-system of value chains including sponsors, the financial community, government agencies, network operators, hardware manufacturers, service providers and software vendors. Through collaboration between them and with this eco-system MX members companies aim to raise awareness and enhance the marketing of their products and services in order to generate wealth.

MX was formed in 2001 and, to date, has recruited more than 20 members from across the mobile applications industry. These companies work with a variety of technologies and a wide range of industry sectors, including healthcare, local government, central government, retailing, distribution, manufacture, agriculture, gaming and marketing.

MX is run by the members for the members with support from Scottish Enterprise.

ABOUT MERCURYTIDE

MercuryTide, an ICT development company, based in Edinburgh, specializes in developing bespoke e-commerce and web based solutions for its clients. Using PurpleTrolley, MercuryTide are able to help retailers and traders to set up sites that will be unique to their business in both looks and functionality and be making sales online in a remarkably short space of time. PurpleTrolley has been developed to make the jump to selling online as easy and risk free as possible. It is customizable, rich in functionality and will enable any organization to have an online e-commerce presence that will effectively contribute to their sales revenue.