



mobile ticketing solutions

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## **HONG KONG AND CHINA EMBRACE MOBILE TICKETING FOR TOP AWARDS CEREMONY**

HONG KONG, CHINA: Last week over 200 guests representing all of the top advertising agencies in China and Hong Kong received mobile tickets to attend one of the industry's most prestigious award ceremonies. The HK4As Interactive and Direct Awards (iDA), organised by the Association of Accredited Advertising Agents of Hong Kong (HK4As) is a platform to give recognition to creative and implementation excellence in the interactive and direct genres of marketing.

The iDA was used as a showcase of new and emerging technologies, and included 3D television displays, interactive projection units and uni-directional phased-array speaker systems. mobi-tickets™ were the obvious choice for access control, as they also offer great potential within the Advertising and PR market for both events ticketing and couponing.

Mobiqa are the Edinburgh-based software company that provided the mobile ticketing capability for iDA. They are the world leaders in mobile ticket and mobile coupon solutions based on the creation, delivery and redemption of barcodes to mobile phones.

mobi-tickets are simple text messages containing a unique barcode and accompanying information. This message is sent straight to the customer's mobile phone and is redeemed by scanning the barcode with a standard handheld scanner, PDA or automated kiosk. mobi-tickets offer an innovative and flexible ticketing option for organisers as mobi-tickets can double-up as vouchers or coupons. Other benefits include; reduced operational costs as printing and

distributing paper tickets is eliminated and added convenience for the customer as the ticket or voucher is sent and stored on their mobile phone.

Sean Rach, MD of OgilvyOne HK and Chairman of the iDA Organising Committee said, "We wanted to show the guests at the iDA Awards ceremony that these technologies are not future technologies, but can be applied here and now to campaigns in this region. Hong Kong has always been at the forefront of Advertising innovation, and we aim to continue that trend in the future. The personalised mobi-tickets sent out for this event provide a great touch point with the customer and can be adapted to all kinds of PR events and coupon campaigns."

ENDS

**Note to Editors:**

**About Mobiqua**

Mobiqua is the world leader 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 and event ticketing as well as multimedia coupon promotions. Mobiqua's patented technology is available on six continents and in 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 iDA**

The HK4As launched its first Interactive & Direct Awards to give recognition to creative and execution excellence in this genre of marketing activity in 2004.

The Awards have two separate streams for Interactive and Direct Marketing.

The Interactive Awards consist of competition on websites, online advertising, and other interactive communication tools such as e-mail, viral and wireless marketing. Entries are judged on excellence of creative ideas, design, user experience and execution. While the Direct Awards invite a wider category of entries to include flat mailing, 3-dimensional mailing, direct response print, direct response broadcast, alternative media and field marketing. Winners of these categories also have the chance to be chosen for most innovative, most effective, best copy and best art direction by the judging panel.

In addition, a best of show (a first since 2004) and best client (new award in 2006) are also awarded.

[www.aaaa.com.hk/iDA2006](http://www.aaaa.com.hk/iDA2006)