

Mobiqa case study

Mobile Adventures
m-tickets are used to access top ski resorts in Chile in the first initiative of its kind in the winter sports industry.

CASE STUDY: m-tickets used to access ski slopes

Mobiqa's exclusive distributor in Chile Asicom Mobile Solutions, have teamed up with Movistar to launch Chile's first mobile ski pass initiative: Movistar Nieve.

The convergence of the three valleys of the Andes; El Colorado, La Parva and Valle Nevado means Chile boasts the largest skiable surfaces in South America. Skiing and snowboarding fans looking to access these world-class ski resorts can now do so using their mobile phone. Skiers can log onto www.movistarnieve.cl, purchase their Movistar Nieve discounted ski pass, input their mobile phone details and request a mobile ticket.

Once purchase is complete, customers immediately receive their ski pass on their mobile phone in the form of an MMS, SMS or WAP message. Their m-ticket contains a scannable barcode and accompanying information all in a standard message. After receiving their m-ticket, customers can head straight to the ski slopes where their ticket is scanned to allow them access to the pistes.

m-ticket from Movistar Nieve holds many benefits for skiers as they are able to take advantage of a special 20% discounted price. m-ticket is also more convenient as customers don't need to find a printer to print out a

paper ticket and they don't need to queue up at the ticket office at the ski resort to purchase or collect their ski passes. m-ticket is also the greener option, helping to reduce unnecessary paper usage.

The launch of m-ticket for Chile's top ski resorts follows the massive success of mobile ticketing for live events and exhibitions held at the Movistar Arena – Chile's largest live events venue.



Technology Overview

Receiving ski passes on your mobile device is eco-friendly and convenient for skiers.

1.



Skiers can log onto www.movistarnieve.cl, purchase their Movistar Nieve discounted ski pass, input their mobile phone details and request a mobile ticket.

2.



3.



Asicom receives the customer's mobile phone information and using Mobiqua's core ticketing technology, customers are sent a fully optimised ski pass to their phone.

The mobile ticket is a fully optimised, secure barcoded coupon which is scanned and validated at the entrance of the ski resort to allow access to the slopes.