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MOBILE
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Mobiqa case study

Movistar Arena

Mobile tickets prove popular at Chile's leading arena as Asicom roll-out the service.



CASE STUDY: Movistar Arena Embrace Mobile Ticketing.

Movistar Arena, one of the largest multi-purpose arenas in South America, has played host to many world class acts including Oasis, Elton John, The Killer, Sean Paul and Bob Dylan.

Mobiqa's partner in Chile: Asicom, leading mobile solutions



specialists, have bought mobile ticketing to the forefront of this 15,000 seater arena by powering a number of mobile ticketed events.

In April 2009, prior to the US Tennis Open, Andy Roddick faced Marcelo Rios in an exhibition match at the Movistar Arena. VIP guests for the match were

treated to an enhanced match day experience by being issued with mobile phone tickets to gain priority access to this special event.

The following month, 3,000 guests of a corporate event held at the arena were also privy to the mobile ticketing service which allowed for fast,

efficient and most importantly, convenient entry to the event.

In June and July 2009, mobile tickets were made available to parents wishing to take their children to see the Backyardigans at the arena. Parents were able to purchase their mobile tickets at FeriaTicket.cl and opt

for mobile delivery. The mobile ticket was sent straight to their phone and scanned upon arrival at the arena. This service allows customers to skip the queues at the box office and proceed straight into the arena to enjoy the event.



For more info visit: www.mobiqa.com or www.feriaticket.cl



Technology Overview

Children and adults alike enjoy the simplicity of the mobile ticketing service for the Movistar Arena.

1.



Customers wishing to purchase their mobile ticket for events at the Movistar Arena are able to access them via the FeriaTicket website: www.feriaticket.cl.

2.



Asicom and Mobiqa receives the relevant data—barcode number, mobile phone number, handset make and model from FeriaTicket. Mobiqa's XML API is available upon request.

3.



Asicom send the customer a fully optimised, secure barcoded ticket to the customer's mobile phone in the form of an SMS/MMS/WAP or Email message using Mobiqa's core mobi-ticket platform. The ticket is scanned at the entrance to allow entry.