

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Rogers Wireless Box Office
Rogers Wireless Box Office heralds a new age of gig ticket purchase and delivery as fans turn to mobile to



CASE STUDY: Rogers Wireless Box Office



Canadian carrier, Rogers Wireless launched a new mobile ticket service that allows customers to search, purchase and receive their concert tickets on their mobile phone.

This Wireless Box Office service is in partnership with Live Nation, Get Tickets and MyThum.

Wireless Box Office works by launching the phone's internet browser and selecting 'Music & Tones' then 'Wireless Box Office' to find a concert. The customer selects the number of tickets, inputs their credit card information and a barcoded ticket is delivered to the

phone as an MMS or WAP Push/Link message with accompanying information about the gig. Customers simply show their barcode ticket at the concert to get Rogers VIP entry.

Rogers Picnic, Fort York was the first festival in North America to offer this complete end-to-end wireless ticketing solutions.

For more info visit: www.mobiqa.com or www.gettickets.ca.