

WORLD  
LEADERS IN  
MOBILE  
BARCODE  
SOLUTIONS

# Mobiqa case study

## Scotland Rugby League World Cup Qualifier

*Mobiqa team up with  
PayPal Mobile to offer the  
world's first end-to-end  
mobile ticket purchase and  
delivery service.*



## CASE STUDY: World first: mobile payment and ticket delivery

On 4th November 2007, Mobiqa teamed up with PayPal Mobile to provide the world's first, complete end-to-end mobile payment and mobile ticket delivery service to Scotland Rugby League fans who were left stranded without tickets due to a postal strike.

Customers paid for their tickets via PayPal Mobile's WAP site on their mobile phone and received their mobile tickets immediately after purchase. Fans were prompted to purchase their tickets via promotional posters asking them to text TICKET to a shortcode. A link to PayPal's WAP site

was then delivered to their phone where they could sign-in using their existing PayPal account to pay for their ticket. Upon completion, a



barcoded mobile ticket was sent to their phone. Match-goers presented their phone at Old Anniesland where the barcode was scanned to allow entry into the game.

Mobiqa and PayPal's service overcomes security concerns around

entering credit card details into the phone and overcomes the usability and security issues associated with previous mobile ticket payment attempts.

Fans were delighted at the service commenting, "It's so easy to use and definitely more convenient for me rather than worrying about a normal ticket being lost or held up in the post, I'll definitely be using this service again."

To find out more go to [www.mobiqa.com](http://www.mobiqa.com)



## Technology Overview

*PayPay Mobile and Mobiqa launch the world's first mobile ticket payment and delivery service.*



1.

Customers text TICKET to a shortcode and were sent a WAP link to PayPal's WAP site to purchase their tickets from.



2.



The ticketing platform transmits the relevant data—barcode number, mobile phone number, handset make and model and dynamic text underneath to Mobiqa in XML format.

3.

Mobiqa send out the mobile tickets by SMS/MMS/WAP Link/WAP Push to the customer's mobile phone.



4.



Rugby fans takes mobile phone to Old Annesland Stadium and it is scanned by staff.

5.

MC50 scanners either contain or link to the original ticketing platform are used to complete validation.

