

WORLD  
LEADERS IN  
MOBILE  
BARCODE  
SOLUTIONS

# Mobiqa case study



**England Rugby Internationals**  
*Mobiqa and O2 provide VIP O2 Blue  
Space access with mobile ticketing for  
the Rugby Internationals.*

**mobiqa**  
mobile barcode solutions

## **CASE STUDY:** England Rugby Internationals

From November 2005 to March 2006, following the successful partnership between O2 and Mobiqa for the O2 Music Festivals, Mobiqa were asked to supply mobile tickets for the exclusive O2 Blue Spaces at Twickenham for the English Rugby Internationals.

The O2 Blue Space was only available to O2 mobile customers and their friends and offered free food, hot drinks and entertainment. The Blue Space was available at each of the three Autumn Rugby Internationals and the two Six Nations matches in Spring 2006.

To enter the Blue Space, O2 customers sent a text requesting a mobi-ticket.



Mobiqa generated the unique barcoded ticket and delivered it directly to the customer's mobile phone via a standard text message. The customer then presented their mobile ticket at the entrance to the

Blue Space where it was scanned and verified.

Paul Samuels, Head of O2 Sponsorship commented, "Delivering tickets and vouchers to the mobile phone offers significant benefits for customers, event organisers and brands. O2 is working closely with its partners in this area to develop market-leading propositions for all types of companies as well as to offer rewards and treats for our own customer base."

For more info visit: [www.mobiqa.com](http://www.mobiqa.com)



## Technology Overview

*Blue Spaces could only be accessed via mobile ticketing with O2 customers.*

1.



O2 subscribers were asked to send a keyword to a shortcode in order to receive a mobile ticket to access the Blue Spaces at Twickenham.

2.



3.



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

Mobiqa send the mobile tickets to customer's via SMS. The customer takes their mobile phone to the Blue Space where it is scanned to allow entry.