

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Urban Music Seminar
Mobile tickets were up for grabs for the Urban Music Seminar's final concert.



CASE STUDY: Urban Music Seminar

15,000 people attended the Urban Music Seminar (UMS) at Royal Festival Hall, London, which was a two-day event covering all aspects of the urban music industry. The highlight of the event was a Finale Concert featuring well-known urban music artists from the UK and the US.

2,800 tickets were available for the concert, however, the only way fans could get their hands on them was by entering a competition, set up and managed by Mobiqa.

Fans entered the competition by

texting the correct answer to a promotional question. All proceeds from the cost of sending the text were donated to charity. Mobiqa collated a list of correct entries which were passed onto the UMS. UMS selected the winners who then received their mobi-tickets™.

Winners of concert tickets received their mobile ticket in the form of a text message containing a barcode and event information. This barcode was presented at the entrance to the venue and was scanned.

Such was the popularity of the concert that the competition was heavily oversubscribed. Fans commented on enjoying not only the ease of entering the competition but also the convenience of receiving their tickets by mobile. A UMS representative commented, "We realized the potential of mobile tickets and feel it is a format that we would like to use in future events."

For more info visit: www.mobiqa.com



Technology Overview

UMS run a competition to receive mobile tickets for their finale concert.

1.



Customers text the answer to an advertised shortcode to enter the competition that was setup and managed by Mobiqua.

2.



3.



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

After UMS selected the winners, Mobiqua sent the mobile tickets to customer's via SMS. The customer takes their mobile phone to the entrance where it is scanned to allow entry.