

Bypass queue to see the Foo

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WAVING your phone over a scanner to enter a concert or game will soon be common thanks to an alliance rolling out mobile ticketing technology.

Scottish ticket and coupon specialist Mobiqa is pushing into Australia.

Last month it signed a deal with Tickets.com to provide its mobi-tickets at major events throughout the Asia-Pacific region.

Mobiqa has also partnered with Australian mobile services group MessageNet, which will provide the local gateway and sales channel for Mobiqa's products.

MessageNet commercial director Stuart Wait said Mobiqa had a proven track record "of doing real things with real customers", and had a presence in 28 countries.

"Mobiqa is probably the only company globally offering a robust mobile ticketing and couponing system," he said.

"This is not blue sky. We are very comfortable with the technical and operational capabilities."

Mobile ticketing has been tested at local events and amusement parks and proved popular, Mr Wait said.

The mobi-ticket is a unique barcode sent via SMS or MMS direct to the customer's phone. Upon arrival at the venue, users call up the message and pass it over a standard barcode reader to gain entry.

"Today, when people ring a call centre or go to a website to book a ticket they are given the option of receiving the ticket in the post, picking it up at the venue or getting it over the internet for printing out at home," Mr Wait said.

"There will now be another option: having it delivered to your mobile phone by SMS."

As well as the barcode, the message can contain information about the event and your seat number.

For further security, customers' photos can be attached to tickets to help stamp out scalping.

Accidentally deleted barcodes could be reissued by the vendor, Mr Wait said.

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