



Customers Go Paperless With Mobile Tickets

With the launch of mobile tickets, Ticketek customers can now browse, buy and receive tickets entirely on their smart phones.

Australia's leading live entertainment ticketing company, Ticketek, today announced the availability of mobile tickets, the latest development in its end-to-end mobile ticketing solution.

In an Australian first, customers are now able to purchase tickets and either send them all to their own mobile number or send them on to their friends during the purchase process. Each customer is conveniently able to receive their own ticket via SMS, eliminating the need for paper tickets to be mailed or picked up by customers at the box office or agency before the event.

Ticketek Australia's Managing Director, Cameron Hoy said, "Ticketek mobile tickets offer customers the ultimate convenience by letting them purchase tickets and receive them via SMS. Our customers can now browse, buy and receive tickets on mobile, it is the most advanced end-to-end mobile ticketing solution in Australia."

Tennis Australia and Melbourne & Olympic Parks have enabled mobile tickets for all customers for the upcoming 2012 Australian Open.

Steve Wood, Chief Executive Officer, Tennis Australia said, "We are very pleased to partner with Ticketek to introduce mobile ticketing to the Australian Open for 2012. We pride ourselves on being at the forefront of new technology and mobile ticketing means our fans can conveniently receive their tickets via their smart phones."

Ticketek venue partner the Sydney Cricket & Sports Ground Trust (SCG Trust) has been part of the mobile ticket delivery trials across a range of events over the last month.

Pat Wilson, General Manager of Events & Operations SCG Trust said, "The new mobile technology allows us to better manage our patrons on event days. We have a high-proportion of customers who walk-up without a ticket and now with Ticketek's mobile tickets, customers can avoid those game-day queues and purchase tickets on their smart phones, have them sent immediately via SMS and be scanned into the venue without going to the box office."

Said Mr Hoy, "Ticketek mobile tickets was developed in-house and is part of Ticketek's commitment to provide innovative products and market-leading technology for customers and clients."

The mobile ticket is barcoded and compatible with venues that have scanners or turnstiles. "This is great for our customers who simply have to open the link embedded in their SMS and scan their mobile phones through the turnstiles," said Mr Hoy.