

# enta mobile ticketing service using mobi-tickets

enta has teamed up with Mobiqa, the world leader in mobile ticketing solutions, to provide users of enta software a complete mobile ticketing service – extending your ticket redemption options and a great opportunity to enhance your customer service.

Customers purchasing tickets using the enta system through a box-office or online sales interface can now choose to have their tickets delivered direct to their mobile phones as a 1D or 2D barcode mobi-ticket. Tickets are then redeemed at your venue using a standard scanner. Perfect for last minute sales and helping to combat ticket fraud.

## mobi-ticket™

**Now Your Phone is Your Ticket!**

**mobi-tickets are barcoded tickets sent to a mobile phone. The mobi-ticket is redeemed at the venue by simply scanning the mobile phone display with a standard scanner.**

### Advantages

**mobi-tickets represent a huge advance in ticketing efficiency and versatility:**

**Increase Sales.** Tickets can be sold right up to the last minute.

**Instant Delivery.** The tickets are delivered immediately.

**Reduce Distribution and Operational Costs.** Cheaper than printing and posting a paper ticket.

**Reduce Touting.** mobi-tickets can't simply be transferred like a paper ticket.

**Tracking.** Organisers can track attendance at the event automatically.

**Consumer Convenience.** No need to queue at the box office to collect paper tickets.

**Insured Ticket.** No need for panic if the customer loses their mobi-ticket. mobi-tickets can be cancelled and reissued effortlessly.

**Guaranteed Delivery.** Customers do not have to worry that their mobi-ticket will be delivered in time or lost in the post.

**Versatility.** The mobi-ticket can also be a promotional coupon, reward card or any function currently performed by conventional barcodes.



For further information on mobi-tickets go to [www.mobiqa.com](http://www.mobiqa.com) or contact us at [info@mobiqa.com](mailto:info@mobiqa.com)

For further information on enta software solutions go to [www.galatheasts.com](http://www.galatheasts.com) or contact us at [sales@galatheasts.com](mailto:sales@galatheasts.com)