



PRESS RELEASE:

1 December 2009: For Immediate Release

## **MOBILES FOR MOVIES: BOOK MY SHOW (NZ) LAUNCH NEW MOBILE PHONE TICKETING SERVICE**

*Book My Show (NZ) Ltd unveils their innovative mobile cinema ticketing service that allows customers to use their mobile phones to gain entry to films.*

Edinburgh, UK. – (1<sup>st</sup> December 2009) - Book My Show (NZ) Ltd, New Zealand's comprehensive movie information and ticketing site, have signed a deal with Mobiqa, world leader in mobile ticketing solutions, to offer their customers an exciting new ticket delivery channel that sees film tickets being delivered straight to the customer's mobile phone.

Book My Show (NZ) is a joint venture between Vista Entertainment Solutions, global leader in entertainment software solutions, and Bigtree Entertainment Pvt. Ltd, India's premier ticketing, information and analysis solutions provider. Book My Show (NZ) allows movie fans to search listings for their local cinemas and book their tickets all in one go. The site has all the latest movie releases and blockbuster details so customers have access to all the information they need to book their cinema tickets without the need to queue.

To add further convenience to customers' movie-going experience, Book My Show (NZ) has partnered with Mobiqa to allow customers to request their cinema ticket be sent straight to their phone after completing their purchase on [www.bookmyshow.co.nz](http://www.bookmyshow.co.nz). Customers requesting a mobile ticket only need to input their mobile phone number and in return will receive a text message containing their film information. This mobile

cinema ticket is sent via SMS ensuring that everybody can receive a ticket to their phone. When customers arrive at the cinema, they are able to use their mobile ticket to collect their film ticket at either an ATM kiosk or at the box office where they are then free to enter their screen enjoy the film as usual.

Mobile cinema ticketing holds many benefits for customers as well as the cinema itself. Film-goers no longer need to queue at the box-office to buy or collect their tickets as they are able to use their mobile to access their tickets at the cinema's ATM kiosks. Opting for the mobile ticket option also means customers no longer need a printer at home to print their ticket. Mobile ticketing is more convenient and also the more eco-friendly option, reducing the need for unnecessary paper usage.

Matthew Preen, The Guy that Does it All, from Book My Show (NZ) comments, "Not only does the Mobiqa solution allow us to offer a great service to our customers, but just as importantly, it provides us with another source of revenue. The process to launch with Mobiqa has been very easy and I am delighted with the final solution."

Nick Rankin, CEO, Mobiqa adds, "Mobiqa are delighted to be working with Book My Show (NZ) who have proved themselves to be a forward-thinking, innovative company dedicated to offering the best services in terms of convenience and user experience, to their customers. We are excited to be able to offer mobile ticketing to the New Zealand cinema market and look forward to seeing the high adoption rates reached in the cinema industry as we have seen recently within the live events and travel sectors."

**ENDS**

**Note to Editors:**

**About Mobiqa**

Mobiqa are world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 40

countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at [www.mobiqa.com](http://www.mobiqa.com)

**About Book My Show (NZ)**

Bookmyshow is the only consolidated ticketing engine in NZ. It is solely an online business and launched in March 2009. At time of writing it sells for the majority of NZ cinemas and is experiencing spectacular growth as consumers move from traditional ticketing to on-line. Head officed in Auckland, Bookmyshow is a wholly owned subsidiary of Vista Entertainment Solutions.