

Mobile Ticketing Solutions

Mobile ticketing is the process of ordering tickets and receiving validation on your mobile phone. Mobile ticketing eliminates the use of printed tickets and therefore the cost of production and distribution of these tickets.

On-line purchasing which started 10 years ago has now been extended to purchasing with your mobile phone. Increased functionality of today's mobile devices has contributed to the development of mobile ticketing. Mobile tickets can be delivered in different ways; via text messaging, picture messaging and dedicated mobile applications.

Text messaging (via SMS) can however be a costly way of promotion. The vendor loses around 40% of the transaction value to the mobile contractor and SMS aggregator. Apart from that, SMS does not have security suitable for credit card entry. Therefore, these purchases have to be achieved through a web page. Moreover, approving the validity of the text messages at entrances cannot be realized with a barcode scanner, since there is no barcode in a text message.

Picture messaging (via SMS, EMS, WAP Push and MMS) or dedicated mobile applications make use of barcodes. A mobile application can store and render barcodes delivered via SMS, Bluetooth, IrDA, GPRS and RFID. These barcodes then appear full screen without any distracting text, so that the barcodes can be read easily. This method makes it easier to find the tickets, since users do not have to search their entire inbox to find the right SMS. Picture messaging is supported by almost all phones and therefore a frequently used method.

Mobile ticketing can be used for a wide array of applications.

EVENT TICKETING

Printed tickets for trade shows, concerts and other events will vanish over time. After ordering tickets on-line, electronic tickets supplied with a barcode are sent to the buyers mobile phone via SMS. At the entrance the barcode at the mobile phone display is scanned with a barcode imager. The imager confirms the receipt of payment and the validity of subscription. The identified visitor data provides traceable input for visitor management reports when imager is connected to a central server.



AIRLINE CHECK-IN

The introduction of mobile ticketing at airports eliminates the home-printed tickets and pre-printed boarding passes. This development offers the ability to improve customer service and ticket validation efficiency. The challenge of mobile ticketing is the readability of the barcodes from all different mobile phone displays.

MOBILE COUPONING

Retailers constantly endeavor to enhance the shopping experience in order to gain customer loyalty. When it comes to promoting the business, retailers seem to switch to more customized ways for promotion. What started with e-mail based messaging; informing customers about special discounts, new collections and temporary offerings has now evolved in mobile couponing, enabling an even more personalized way to improve customer loyalty.