

Mobile Telecom Group launches the Mobile Barcode

Mobile Telecom Group (MTG) launches the latest mobile technology, m-barcode or mobile ticketing, at the Etisalat stand during GITEX.

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Mobile Ticketing has been very popular in Europe and is being introduced in the Middle East region by MTG. This Solution is fully controllable and customizable and allows businesses to send a mobile ticket or coupon in the form of a 1D or 2D barcode as an SMS to a mobile phone instantly and user can validate their coupon in real-time. Validation of the coupon is done via a scanner connected to the backend system containing the information pertaining to this purchase of the ticket or coupon. Thus, soon the sight of people waits in line to buy their tickets to a football match, musical concert or movie tickets will be replaced by them waving their mobiles in front of a scanner and validating their mobile ticket, or m-ticket in order to gain entry.

'Our participation at GITEX constitutes the soft launch of our new mobile solution, as we demonstrate its benefits and show the ease of use to the event's visitors. Mobile ticketing which is popular in Europe is now being introduced for the first time in the Middle East and we expect that this revolutionary technology will create a highly favorable response in UAE, as it did in Europe.' stated Mr. Ammar Sharaf, CEO, MTG. By replacing today's paper ticket with a mobile barcode, MTG mobile ticketing solution adds a completely new dimension to the use of a mobile phone and paperless ticketing.

Mohammed Al Fahim, Executive Vice President of Marketing at Etisalat, said: 'We are confident that this service will see a huge uptake in the UAE. This service will surely revolutionize marketing and promotional campaigns as well as the point of sales services for a variety of business enterprises.'

In addition to ticketing, mobile barcodes can be used by businesses such as shopping malls and department stores to send discount coupons and special offers to their clientele's mobiles via SMS. This creates tremendous opportunities for cross marketing and measuring the effectiveness of promotional campaigns.

'Our Solution can seamlessly be integrated into most legacy POS systems which manage the current ticket sales and distribution channels. Thus, mobile users may receive their mobile coupons, m-vouchers, or m-tickets through visiting the designated websites/counters of stores, cinemas or proceed to send an SMS to designed numbers to buy their mobile (paper less) tickets.' stated Mr. Kashif Mukhtar, Regional Technology Manager, MTG.

The MTG m-barcode solution is being demonstrated at the Etisalat pavilion at GITEX, Stand No. E71.



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Posted by Anne-Birte Stensgaard, Senior News Editor

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